

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

**a sale a day  
for five years**



HERMAN WATSON

In February 1944 Herman Watson, who lives in a small Alabama community of 5,000 people, became a member of the Franklin family. He had a background of seven years with a large national investment company, and had previously been a teacher and superintendent of schools.

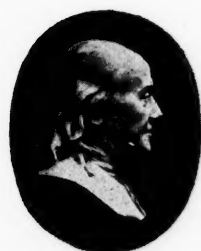
In the slightly more than five years that have since elapsed, he has averaged better than a sale a day, (excluding Sundays). *Since January 1, 1946 his sales have averaged over one a day including Sundays.*

Here is the record of his performance:

YEAR	NO. OF SALES	CASH EARNINGS
1944	254	\$10,763.00
1945	279	17,258.00
1946	329	21,417.00
1947	377	25,406.00
1948	368	24,596.00
1949 (to Apr. 28)	176	

Perhaps even more amazing than his phenomenal sales record is the fact that every sale was accompanied by cash with application.

Incomparable salesman that he is, Herman Watson frankly says that he could not have set this marvelous record without the highly salable Franklin exclusive policy contracts.



*The Friendly*  
**FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT      SPRINGFIELD, ILLINOIS  
DISTINGUISHED SERVICE SINCE 1884

*One of the 15 Oldest Stock Legal Reserve Life Companies in America*

*Over \$675,000,000.00 insurance in force.*

**FRIDAY, JUNE 3, 1949**

A NEW DAY... FOR

# AGENCY BUILDERS

with the GOLDEN RULE CONTRACT



1. Liberal 1st year commissions and production bonus.
2. Vested renewals and non-contributing pension plan.
3. Substantial rewards to your agents for helping you build!

Attracts Strong Men — Holds and Rewards Your Better Men

**Plus:**

\$10 DISABILITY	DIRECT MAIL	NON CONTRIBUTORY PENSION	ACCUMULATOR
			
What everyone wants! Offered on preferred Risk and Independence Guarantor Policies. Gives you an edge on competition.	Extensive field-tested -- direct mail help. Leads developed and preconditioned. Salesmen label it the "GOLD-EN" Direct Mail Plan.	Up to \$400 per month Life-time Guarantee of Renewal Income. Plus-- Commissions and Bonus on any insurance you write!	New! Most talked about plan in America today. Instant appeal to all prospects. An immediate "income-booster."

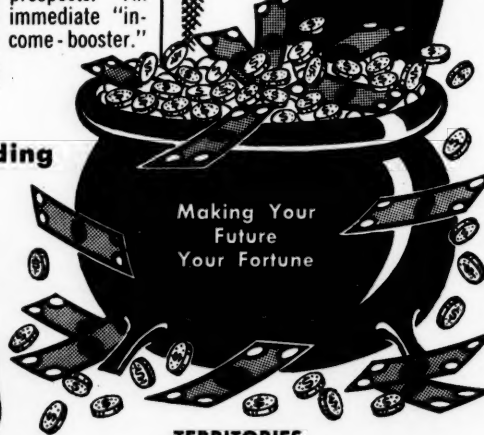
with a  
**Friendly Home Office Understanding**

Write For Details of The Agency Plan — Inquiries Held Confidential

## THE COLUMBUS MUTUAL LIFE INSURANCE COMPANY

Columbus 16, Ohio

D. E. BALL, Pres., BEN F. HADLEY, Supt. of Agencies



Opportunities open in: California, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Ohio, Pennsylvania, Texas, Virginia, Washington, D. C., and West Virginia.

## No Fireworks as FTC Reviews Rules with Industry

**Specific Regulations for  
Mail Order A. & H.  
Draw Criticisms**

By KENNETH O. FORCE

WASHINGTON—The hearing on proposed federal trade commission rules for the mail order A. & H. business produced some detailed criticism of specific rules. There was one challenge that FTC doesn't have authority to exert in this field, but the challenger at once admitted he thought FTC did not at all agree with him. But only one witness from outside the mail order A. & H. ranks objected that the rules are broad enough to cover all lines, even though observers were on hand from every other insurance line, and the big question seems to be: Will FTC use this as a means to apply its authority to insurance at large?

Apparently the life, casualty and fire people are going to wait to see if FTC tries to get into fields other than the one advertised or attempts to extend itself into areas already covered by state regulations, before making a stand.

### Amiable Words on Both Sides

Henry Miller, director of trade practice conferences of FTC, kept urging anyone who had something to say on the subject to take the stand and express his views. Twice he had started to close the hearing before additional witnesses indicated they had something to say.

FTC will give every suggestion and criticism made at the hearing full consideration, he said in closing, and then, after revision, publish the rules. Purpose is to do the most constructive job possible that will be fair to the industry and protect the public. FTC expects to work closely with the industry in applying the rules. Thus many things that in cold language seem imperfect can be worked out satisfactorily.

In a nice speech that matched Mr. Miller's for friendliness and politeness, Wendell Berge, counsel Assn. of Insurance Advertisers, thanked Mr. Miller and the FTC staff for their work with the rules and said probably FTC would revise them to meet objections but even if it didn't meet all the criticisms, Mr. Berge thinks it is desirable to have them as soon as possible. FTC has the jurisdiction, all right, he said, and will exercise it, and Mr. Berge would rather have rules made up with industry advice.

### FTC Gets Out of Bounds

FTC should stay within public law 15 limits, John B. Gage, counsel of Postal Life & Casualty, Kansas City, said, and not get at all into fields where state regulation is fully established. Rule 19 covering financial condition covers an area where state regulation has been positive and aggressive for years. At another point, Mr. Miller asked if FTC wouldn't give considerable weight to the fact that a state had found an insurer in sound financial condition.

In ordinary industry codes FTC has rarely if ever gotten into the question

(CONTINUED ON PAGE 10)

## Hourly Schedule Is Given For N.A.I.C. Seattle Parley

The hour-by-hour schedule for the committee meetings and plenary sessions during the convention of National Assn. of Insurance Commissioners at the Olympic hotel, Seattle, is given here-with except for those meetings of exclusive interest to fire and casualty committee:

### Sunday, June 26

2 p.m.—Executive committee meeting; Allyn, Connecticut, chairman. Micro-filing of records of insurance companies. Referred by office of the secretary. Letter of Newell R. Johnson, vice-president of Minnesota Mutual Life. Report of sub-committee on issuance of policies in connection with installment purchases of property and loans of money, Allyn, chairman. Report of sub-committee on valuation of securities, Larson, chairman. Report of assistant secretary. Report of blanks committee, Robinson, Ohio, chairman. December meeting.

### Monday, June 27

9:30 a.m.—Sub-committee on valuation of securities; Dineen, New York, chairman. Resolutions for the inventory of stocks and bonds for the annual statements as of December 31, 1947. Consideration of report in relation to legislation recently enacted or proposed in certain states in relation to increasing the facilities of the office of the committee on valuation of securities and defraying its expenses. 11 a.m.—Opening of convention and business meeting; Larson, president, presiding.

### Tuesday, June 28

10 a.m.—Social security committee meeting; Alexander, Iowa, chairman. 7 p.m.—Open for special committee meetings as called.

### Wednesday, June 29

9 a.m.—Fraternal committee meeting; Sullivan, Washington, chairman. 10 a.m.—Unauthorized insurance committee meeting; Dickey, Oklahoma, chairman. Report of the special committee of the laws and legislation committee, appointed by the president, to confer with federal trade commission. Report of the special committee, appointed by the president, to confer with other proper federal agencies. Report by New York department as to its findings as a result of study of the transaction of mail order A. & H. business by unauthorized insurers. The advisability of continuing the emphasis upon states which have failed thus far to

## Mass. Mutual Agents Show Good Direct Mail Results

With a \$5,012 policy average, Massachusetts Mutual agents sold \$169,444,104 of business among prospects cultivated with direct mail help during the years 1937-48 inclusive. There was one sale for every 9.8 names. The yearly average for the period was 2,817 sales for \$14,120,342 delivered business.

The direct mail service includes both letters and printed pieces mailed from the home office at the request of agents. All are pre-approach mailings. There is no gift offer, and with few exceptions the prospect is not invited to reply.

The advertising plan is engineered to make mass mailings unnecessary. Agents may send one or more names at a time and there is no fixed schedule for ordering direct mail. The company recommends the use of only as many mailings as can be followed up promptly.

### Opens San Mateo Loan Office

Prudential has consolidated its mortgage loan activities in the San Mateo County, Cal. area by opening a central office in San Mateo. K. A. Rick has been named to head the new office. He will be assisted by G. A. Foster, Jr., A. A. Anderson, mortgage loan appraisers, and A. G. Oakes, G. F. Whelan, and W. R. Blodgett, mortgage loan inspectors.

enact the unauthorized insurance or similar statutes.

10 a.m.—Sub-committee—gain and loss exhibits; Dineen, New York, chairman.

11 a.m.—Plenary session.

2 p.m.—Life insurance committee meeting; Dineen, chairman. Group life insurance standard provisions 8 and 9 war clauses. Letters of retention. Group annuity definition.

2 p.m.—Taxation (including real estate) committee meeting; Viehmann, Indiana, chairman.

### Thursday, June 30

9 a.m.—A. & H. committee meeting; Knowlton, New Hampshire, chairman. Report of sub-committees on standard provisions and on minimum requirements, benefits and fair trade practices.

10 a.m.—Valuation of securities committee meeting; Harrington, Massachusetts, chairman. Consideration of the report of the sub-committee. Approval of formula for establishing value of securities and amortization of bonds.

11:30 a.m.—Sub-committee on laws and legislation; Jackson, Missouri, chairman. Report of study of a uniform non-resident licensing statute.

Noon—Laws and legislation committee; Butler, Texas, chairman. Prohibition of the payment of any compensation to any agent or adjuster contingent upon the loss ratio of the business. Double indemnity and accidental death. Accidental means. Accidental death. Discussion of the unauthorized insurance statute which was adopted in June, 1941.

Noon—Blanks committee meeting; Robinson, Ohio, chairman.

2:30 p.m.—Final plenary session.

## ALC Nominating Committee Picked

W. Lee Baldwin, president, Security Life & Accident, has been elected chairman of the nominating committee of the American Life Convention. Other members are A. J. McAndless, president, Lincoln National; J. H. Daggett, president, Old Line Life; Frederick D. Russell, president Security Mutual of Binghamton; and J. Harry Wood, executive vice-president Paul Revere Life.

Nominations reported by the committee may be supplemented by nominations from the floor at the annual meeting.

### Pa. Measures Are Signed

HARRISBURG — Gov. Duff has signed the unauthorized insurers service of process bill in Pennsylvania.

The governor also signed a bill providing that with the exception of non-cancellable insurance all A. & H. policies issued after Jan. 1, 1950, shall be valued as to reserve liabilities each year.

Also signed was the bill authorizing the assessment against life companies to defray the expenses of the committee on valuation of securities of N.A.I.C. not in excess of \$250,000 a year.

### Ogden General Counsel

Squire R. Ogden has been appointed general counsel to serve with William H. Abell, general counsel of Commonwealth Life. Their firm is Ogden, Galphin & Abell.

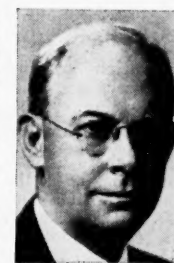
### New Bureau Supplement

Bureau of A. & H. Underwriters, has released Supplement B to its Digest of Laws and Regulations, prepared last April. It lists the state laws and rules for each policy provision. This enables a company, in drafting a policy, to check its proposed form against state requirements and determine whether it is in compliance with them.

## Commission Boost May Be Faulty Solution: Taylor

**Combination Companies  
Warned Against Being  
"Priced Out of Market"**

It is easy to suggest an increase in commission schedules as a means of



C. G. Taylor, Jr.

meeting some of the situations that the life companies face, but on the other hand, this easy approach to the problem may not be the solution, Executive Vice-president Charles G. Taylor, Jr. of Metropolitan Life said at the annual conference of combination companies of L.I.A.M.A. at Virginia Beach.

"It might have just the opposite effect," he said, "for it is easily seen that there is a natural limit to the commission schedule, even if there are no legal restrictions. In other industries we hear talk of being 'priced out of the market.' We cannot afford to take an 'It Can't Happen Here' attitude."

Mr. Taylor said that in the matter of expense control, "we face pressures never before in existence."

"Our people must be adequately compensated or we will not be able to attract and hold the requisite personnel, both in the home office and field," he pointed out. "This will require critical study of all our procedures to develop methods which will increase efficiency and productiveness of personnel without increasing costs and thus enable us to provide adequate income for our people within the limits the business can afford."

### Can't Trust to Margins

He said that while adequate service to policyholders must be maintained, all services must be critically examined to make sure they are needed and fully justified, and those proven unnecessary must be sacrificed. The days of adding frills and trusting to the margins to take care of their cost are gone, he observed.

At the same time, said Mr. Taylor, "we must be careful not to resist innovations in the interest of policyholders, even though they may be inconvenient to us personally, or not suited to our individual company situation." He said that at various times such innovations as substandard, wholesale, and group underwriting; and new and scientific methods of selecting and training agents and personnel have been criticized by some "stand-patters," yet the public and the business today have been benefited by these advances. Many of the former opponents of these advances are now enthusiastic advocates and practitioners.

Mr. Taylor said the anti-trust laws, whether state or federal, have no fears for the life insurance business, for there has been no tendency to monopoly.

"Our lawyers, however, have been supplied with a new phrase which tends to frighten the layman," he said. "It is 'conscious parallelism' and lends itself to all sorts of fanciful suggestions. We do

(CONTINUED ON PAGE 9)



## MDRT Tentative Program Given

The tentative program for the Million Dollar Round Table convention, to be held Sept. 16-19 immediately following the annual convention of the National Assn. of Life Underwriters at Cincinnati, has been announced by Paul W. Cook, Mutual Benefit Life, Chicago, chairman. Sessions will be at the Netherland-Plaza hotel, Cincinnati.

The Million Dollar Round Table hour of the N.A.L.U. convention will take place Friday morning, Sept. 16. That evening there will be registration and open house for members of the round table.

The next morning there will be the annual M.D.R.T. breakfast, followed by the first convention session. That afternoon there will be a business session, followed by a second convention session. In the evening there will be a reception and banquet.

Sunday will be left free, with arrangements made for sports and entertainment. Sunday evening there will be a buffet dinner, followed by a "bull session."

There will be convention sessions Monday morning and afternoon, with a buffet dinner in the evening.

### Urged to Come Early

Mr. Cook has urged members to plan their arrival in Cincinnati to take in the general sessions of the N.A.L.U. convention, particularly the M.D.R.T. hour.

Registrations for the round table to date exceed 480, as against 430 at this time last year. Mr. Cook is requesting all applicants to file qualifying papers with his office as early as possible.

The qualification period for the 1949 round table will close June 30 and all applications must be filed prior to July 31. According to the constitution and by-laws, the qualification period consists of 12 consecutive months or less (for example, April 1, 1948, through March 31, 1949, or Feb. 2, 1948, through Feb. 1, 1949), beginning on any day of a month and ending on or after Dec. 31, 1948, but not later than June 30, 1949. Credit must not be claimed for any business used as a basis for any previous qualification unless the applicant is changing his qualification period to the calendar year basis.

Committee chairmen in charge of various aspects are: Program, Theodore Widing, Provident Mutual, Philadelphia, chairman; W. T. Earls, Connecticut Mutual, Cincinnati, vice-chairman (bull sessions); Frank R. Olsen, Northwestern Mutual, Minneapolis, vice-chairman (publicity); entertainment and general arrangements, Walter N. Hiller, Penn Mutual, Chicago; W. B. Hardy, New England Mutual, Cincinnati, vice-chairman; nominating, Paul H. Dunnagan, Canada Life, Minneapolis; by-laws, A. J. Ostheimer, III, Northwestern Mutual, Philadelphia; reception and registration, John O. Todd, Northwestern Mutual, Chicago; G. N. Bearden, New England Mutual, vice-chairman (registration); Fred A. McMaster, Prudential, Los Angeles, vice-chairman (reception); insignia, Jack Lauer, independent, Cincinnati; resolutions, Walter N. Hiller, Penn Mutual, Chicago.

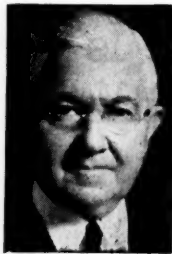
### Hold N. Y. TDB Parley

A meeting was held in the office of the New York department at New York City Thursday morning to discuss the form of policy to be used in writing business under the recently enacted New York disability benefits law and to consider the setting up of a plan for statistical reporting. The call for the meeting was issued by Deputy Superintendent Bohlinger. Chairman of the workmen's compensation board under whose jurisdiction the law will be administered, attended.

The Women Life Underwriters of Rochester, N. Y., were guests at the May meeting of the Rochester Insurance Assn.

## Myrick Named to Post on Reorganization Committee

Julian S. Myrick, retired 2nd vice-president of Mutual Life, has been ap-



J. S. Myrick

pointed special assistant to the chairman of the Citizens Committee for Reorganization of the Executive Branch of the Government. The committee, headed by President Robert L. Johnson of Temple University, was organized to inform the public on the recommendations of the Hoover commission on organization of the executive branch of the government. The committee has a membership of about 2,000 and is financed by contributions.

A luncheon was given in Mr. Myrick's honor in New York City by committee officials. A statement by Dr. Johnson was read in which he hailed Mr. Myrick's appointment.

## Manley Sales Consultant

Equitable Society has named Michael F. Manley sales consultant of the special service division of the agency department. He was in the home office claims department, 1937 to 1943, and after navy service he became supervisor in the tax section of the annuity division.

## Companies Lend \$10 Million

Libby, McNeill & Libby has borrowed from a group of companies, including New York Life and Provident Mutual Life through Glorie, Forgan & Company, \$10 million on 3 per cent notes maturing May 1, 1969.

## Two Dineen Aids to Study Abroad Social Program Effect on Private Cover

Roy C. McCullough and George H. Kline of the New York department are leaving June 3 for a trip through Great Britain and several countries on the continent. They will undertake a study of the effect of social programs on existing private insurance.

## U. of Ill. Clinic Dates Changed to Aug. 9-12

Technical speakers for the University of Illinois annual advanced underwriting clinic to be held Aug. 9-12 include R. W. Hilgedag, attorney; Robert Firk, attorney; E. H. White, editor of the advanced underwriting service of R. & R., and Frank B. Toombs, Research Institute of America. Subject of the clinic is business insurance. Each technical speaker will be followed by an agent who will discuss the aspects of selling the coverage.

The clinic will be conducted by Dr. E. P. Strong, director of the business management services division of the university. R. W. Osler, editor of life publications, Rough Notes, will be chairman. The dates Aug. 9-12 are a change from those previously announced.

## N. Y. Life, Metropolitan Hold Memorial Exercises

Nearly 2,000 veterans, members of the New York Life and Metropolitan Life American Legion Posts paraded to Madison Square Park, New York City last week to conduct memorial services. This ceremony has been held by the two companies' employees for the last 28 years on the work day preceding Memorial Day.

## Advises Employers: Stave Off Union Insurance Demands

E. M. Cushing, director of industrial relations for U. S. Rubber Co., advised those attending the insurance conference of American Management Assn. at New York City to resist wherever possible union demands to enlarge existing social benefit plans or negotiate new ones during the next two years, until it can be determined what the state and federal governments do in the way of social legislation. To do otherwise is to accept a double financial exposure, the speaker declared.

"The employer today finds himself caught between an obvious expansion by state and federal governments of social programs and concurrent demands by unions for the same type of thing financed privately," Mr. Cushing commented.

### Escape Clauses Suggested

The speaker admitted that some employers cannot stand the economic pressure that unions can apply and suggested that if these people find it necessary to establish social programs in collective bargaining agreements they insert clauses in those agreements which will relieve them of the responsibility of carrying that program forward in the event federal or state programs are instituted by action of law.

Mr. Cushing said that the average employer has been doing very little that would prepare him to defend himself at the bargaining table from impossible demands for privately financed employee benefits which employees receive above straight time hourly earnings. Pensions, vacations and lunch periods, and other items for the company must pay fall into this category. U. S. Rubber discovered that these benefits amount to approximately 20 cents an hour.

## Phillips Heads Phila. Slate

The slate for the Philadelphia Assn. of Life Underwriters election June 16 consists of V. L. Phillips, Occidental Life, president; Paul Wechsler, Fidelity Mutual, and Ross E. Gorsuch, Aetna Life, vice-presidents; Vernon S. Moltenauer, Connecticut Mutual, treasurer. Lambert M. Huppeler, New York City general agent of New England Mutual, will talk on "Selling Now."

## Ohio Natl. Plans Addition

CINCINNATI — Construction of a home office addition at the north end of its present building providing 30% more floor area is being planned by Ohio National Life. The addition will extend 47 feet on Reading road with a depth of 105 feet and will be four stories in height. A dining room, kitchen, and recreation area will be included in the addition.

## Manhattan G.A.s



T. C. Walker



W. F. Brissenden

W. F. Brissenden and T. C. Walker, whose appointments as general agents of Manhattan Life were reported in last week's issue, head agencies at Spokane and Alhambra, Cal., respectively.



## The Key to Success

When a life underwriter approaches a prospect for a sales interview, the situation which will soon develop will be similar to a person's searching for the correct key to fit a particular lock.

For any lock there are many keys that will fit into it and almost open it; but there is only one key which will release that final tumbler and allow the lock to spring open.

Similarly, there are many means of stimulating a prospect's threshold interest in your plan; but there is only one presentation, or key, that will uncover his true objection and pave the way for the sale.

Our job, as life underwriters, is to provide ourselves with such a varied assortment of keys that we can quickly eliminate those which will not fit the prospect's lock and find the one Key to Success.

Insurance in Force — April 30, 1949 — \$408,203,989

**COMMONWEALTH**  
LIFE INSURANCE COMPANY  
LOUISVILLE

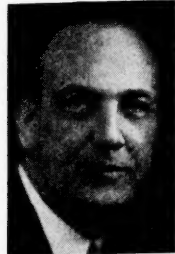


## See That Public Gets Truth About Probes: Schmuck

Agents have a unique opportunity to serve the entire insurance industry in explaining to the public such matters as the McCarran-Celler proposed investigation, the one which Senator O'Mahoney is



E. J. Schmuck



E. L. Reiley

projecting, the widespread extension of social security, compulsory health insurance proposals and the general trend in the thinking of a substantial group toward national planning, national subsidy, and ultimate national control of many of the things that the insurance business is now doing for the public on a voluntary basis, Edward J. Schmuck, general counsel of Acacia Mutual, declared at the annual meeting and sales congress of the Pennsylvania Life Underwriters Assn. at Bedford Springs, Pa.

Mr. Schmuck pointed that each agent daily reaches individuals whose opinion of the business will be formed, either through general press reports alone, or assisted by sound and informed discus-

### NEW OFFICERS ELECTED

President—William Wagner, general agent New England Mutual, Harrisburg. Vice-presidents—Albert Adams, general agent John Hancock, Philadelphia; Wayne Phillips, district manager Prudential, New Kensington; Clarence Rupp, Penn Mutual, York.

Secretary-treasurer — George Smith, manager Metropolitan, Williamsport.

sion from those who represent the life insurance business. He called upon all agents of all companies to accept the challenge, stating that by keeping themselves well informed as investigations may develop, by acting as messengers of facts concerning the business, and by developing the zeal and determination of missionaries of free and independent security based on private enterprise, the agents will play a major part in the effort that lies ahead.

### Prospect, Agent Relationship

Discussing the relationship of the prospect or policyholder, the agent and the company and their several responsibilities, Mr. Schmuck said that the agent's price for having the right to ask the insuring public to assume its part of the bargain is honest and intelligent salesmanship based on conscientious application to the training facilities offered by his company and the educational opportunities that are available through the Life Underwriter Training Council, the C.L.U., and university and home study courses, through insurance and tax services and "especially through the unusually informed and well presented trade papers and magazines which our business is so fortunate as to have."

E. L. Reiley, general agent of Mutual Benefit Life at Philadelphia, discussed the L.U.T.C., calling it "our greatest educational opportunity." He said that the close of the course's second year of operations removes the last vestige of doubt regarding its success.

Among the L.U.T.C. improvements for the next year are a change in instructors where indicated, a reduction in the amount of home-work required, an improvement in the sequence, a clarification of the more technical material, a re-

duction in the number of projects, and a general streamlining of the course. Mr. Reiley paid high tribute to E. L. G. Zalinski, director of the course, his staff, and the many life insurance people who have contributed their energies to the course's success.

William D. Elton, life insurance editor of the "United States Review," spoke on the artistry of life insurance, saying that this consists of the ability to see the great beauty that lies within it and to translate it into the lives of the people. The good agents have developed the habit of looking for the beauty in life insurance and can see its place in the lives of the people about them. Such an agent becomes so wrapped up in his work that it becomes a very real part of him.

### McCarran Resolution Goes to Rules Subcommittee

The McCarran resolution for investigation of the life insurance industry has been referred to a subcommittee of the Senate rules committee. The subcommittee includes Senators Green, Rhode Island; Gillette, Iowa; Wherry, Nebraska. Wherry is Republican floor leader.

Green, just returned from home, planned to talk about the resolution with Senator Hayden, rules committee chairman, who has informally discussed the resolution with other committee members.

### 10,000 L. A. Teachers Covered by Continental

Continental Casualty has written an association group A. & H. plan on the 10,000 teachers belonging to Affiliated Teacher Organizations of Los Angeles. The agent on the case was David S. Bassan. Harry Anderson, association group production manager, represented the company in the negotiations.

## D. W. Tibbott LAA Secretary

David W. Tibbott, director of advertising for New England Mutual since 1939 has been appointed secretary of the Life Advertisers Assn.

Mr. Tibbott will complete the term of the late R. William Archer, Southwestern Life.

A 1917 graduate of Princeton and a navy veteran of the first world war, Mr. Tibbott has been active in the advertising field for more than 30 years. He was co-chairman of the L.A.A. public relations forum held in New York City last year.



D. W. Tibbott

### N. Y. Life Promotes Dr. Faber to Higher Medical Position

Dr. Albert H. Faber has been named associate medical director of New York Life. He was graduated from Albany Medical School in 1918. Following his release from the navy in 1928, he joined New York Life as a home office examiner. Successively he was in charge of the diagnostic clinic, medical supervisor and an assistant medical director.

### Oakland C.L.U. Elects

Frank W. Dedman, general agent of New England Mutual, has been elected president of the Oakland C.L.U. chapter, succeeding George Mortensen of Equitable Society. Woodrow Hammons, Minnesota Mutual, was elected vice-president and R. C. Nelson, American Mutual, secretary.

## The Circle

Vaudeville is being revived, and the possibility is that all over the country we shall see a return to that excellent form of entertainment.

Years ago vaudeville was widely popular but it was squeezed out by what had been one of the acts in the show, the movie. The movies became even more popular than the whole vaudeville show. And then radio came into competition. And then television came in and made inroads upon both movie and radio audiences. The public became interested in seeing and hearing vaudeville acts in television, so now the experiment is being tried of bringing vaudeville back before the footlights, thus completing the circle.

In life insurance a great many sales ideas of years ago are really just as good and just as income-producing today as they were then. But when salesmanship became modernized some of the old ideas passed out of sight and hearing. A sales idea may complete the circle and be useful today, provided it is based not on mere novelty but upon the fundamental foundation of an attempt to fill a need.

• • •

### THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## M. C. Young Heads LIAMA Combination Companies' Group

VIRGINIA BEACH, VA. — Malcolm C. Young, 2nd vice-president John Hancock, was elected chairman of the combination companies committee of L.I.A.M.A. at the concluding session of the three day meeting at the Cavalier. He succeeds Guilford Dudley, Jr., vice-president Life & Casualty.

New members elected to the committee were: E. B. Stevenson, executive vice-president National Life & Accident, and W. J. Hamrick, vice-president Gulf Life. They succeed Cecil J. North, vice-president Metropolitan, and John F. Ruchman, vice-president Western & Southern.

John M. Holcombe, Jr., managing director, told the groups that improved tools were now available for use in agency management, tools that were undreamed of 25 years ago, but more use needs to be made of them. The agency system is not on trial, Mr. Holcombe said, it is the operation of it that is on trial. How well it is operated now will determine its future.

Mr. Holcombe also paid tribute to the Life Underwriter Training Council and the part it is playing in the development and training of better agents.

Harry P. Anderson, vice-president Life Underwriter Training Council and dealing with the subject of home office appraisal of performance of field men.

A panel discussion led by Orville E. Beal, vice-president Prudential, was held on home office function in field training. Other members of the panel were J. P. Gunn, director of training John Hancock; William P. Lynch 2nd vice-president Prudential; Karl H. Kreder, assistant vice-president, Metropolitan; Lauren Schram, vice-president Western & Southern; and Fred T. Wunderlick, superintendent of agencies Baltimore Life.

Mr. Dudley presided at the sessions. Edmund L. G. Zalinski, managing director, Life Underwriter Training Council, spoke to the meeting, explaining the LUTC training program.

### First Twin City Insurance Phone Book Is Published

The National Underwriter Company has published the first issue of its new Minneapolis-St. Paul Insurance Telephone Directory, listing all of the insurance offices alphabetically with their phone numbers, in the twin cities. The 72 page book includes fire, casualty and life offices and is an impressive indication of the importance of the two cities as major insurance centers. The book is one of similar books published for Baltimore-Washington, Dallas-Houston, Detroit, Chicago, Boston, Pittsburgh and Philadelphia. Additional copies may be obtained from the Minneapolis office of the National Underwriter Company, 558 Northwestern Bank Building, or its Cincinnati office, 420 East Fourth Street, at \$1 per copy.

### Dean Joins L.I.A.M.A. as a Senior Consultant

Myron E. Dean, until recently manager at Little Rock for American United Life, has joined L.I.A.M.A. as a senior consultant in the company relations division. Among other things he will teach at agency management schools and do consultation work with combination companies.

### Confederation Ups Four

Confederation Life has promoted J. W. Hansen to economist. In the group department, J. G. Murray has been advanced from superintendent to actuary; R. G. Maitland from assistant superintendent to assistant actuary; and F. L. Munn from assistant superintendent to supervisor.

## Taggart to Fill Out Imig's Term

Grant Taggart, California-Western States, Cowley, Wyo., was elected this week to fill out the remainder of Richard E. Imig's term as National Assn. of Life Underwriters trustee, which expires in September. Mr. Taggart is a past president of N.A.L.U.

The trustees at their New York City meeting also confirmed the selection of Mr. Imig, an agent of New York Life at Sheboygan, Wis., as acting executive vice-president.

The trustees heard the final report of James E. Rutherford, as executive vice-president. After a vacation he will take over his new post as a vice-president of Prudential.

Clifford H. Orr, National Life of Vermont, Philadelphia, president of N.A.L.U., expressed the association's appre-



Grant Taggart

ciation of Mr. Rutherford's fine work as executive vice-president. Later at a headquarters staff party for Mr. Rutherford at which the officers and trustees were also guests, Mr. Orr presented to Mr. Rutherford an attaché case stamped with his initials. This was in addition to a gold wrist watch presented to him at the midyear meeting.

The board approved plans for leadership training schools for state and local association officers and committee chairmen to be held in each state late in June or early in July.

N.A.L.U.'s Atlanta attorneys, Alexander E. Wilson, Jr., and G. Maynard Smith of the firm of Wilson, Branch & Smith, reported to the board on developments in connection with the charges filed by Mrs. Nola E. Patterson of Atlanta against some 186 life companies. N.A.L.U. is not a defendant but is interested in the outcome because of possible effects on its operations.

## SS Revision Would Spark Pension Sales

Winston S. Fliess, of the group and pensions department of Johnson & Higgins, New York, told those attending the insurance conference of American Management Assn. at New York City that, if the proposed revisions in social security are passed by congress, they would provide a stimulus to the adoption of many new private pension plans and the expansion of many existing plans. The speaker reasoned that, whereas a reasonable supplemental private plan today costs the employer between 9% and 12% of payroll, in addition to the 1% social security tax paid by all employers, the same total benefits could be developed in conjunction with the proposed revisions of the social security act at a cost of 6% to 9% on top of the 1½% federal tax.

They reason, therefore, that the corporation which has been hovering on the brink of adopting an adequate plan, but has been stymied by cost, would be able to go ahead with that plan.

The corporation which has not even been able to consider a private plan because its payroll was too large a portion of its operating expenses, could consider at least a minimum plan.

The corporation which has had in operation a limited plan for salaried employees only, or for those earning over \$3,000 a year, or nominal benefits for all employees, could expand the plan to provide reasonable pensions for all employees without much, if any, increase in competitive operating costs.

## Hirst Talks to N. Y. CLUs

Ambitious young men today more and more seek their future not in independent enterprise but in the service of large scale business, aiming to acquire large salaries rather than to accumulate capital. Albert Hirst, counsel New York State Life Underwriters Assn., said at a meeting of the New York City C. L. U.

Tax laws prevent the accumulation of large sums by any individual. Opportunity no longer means the accumulation of capital but getting a good salary. From this a regular sum must be set aside on the life insurance principle enabling the individual or his dependents to receive the money through the annuity method. Life underwriters, he said, are the chief exponents and protagonists of this savings principle.

## Close Season in Okla.

Urging insurance men to live up to the ideals they promulgate in their profession, Miss Nelletta Cooper, author of the book, "You're Next," who conducts sales clinics and human relations classes, addressed Oklahoma A. & H. Underwriters Assn. at its closing meeting of the season.

R. B. Smith, Great Northern Life, was appointed delegate to the national convention at Cleveland.

## Investment Seminar Has 100 Registrants; Program for Evening Talks Given

Registrations for the 1949 life officers investment seminar at Beloit, Wis., June 14-25 total over 100, representing 78 member companies of the American Life Convention. The registration already equals the record established at the 1948 seminar and may slightly exceed it when the final figures are in.

The schedule of evening programs for the seminar is as follows:

June 14: Allan B. Kline, president American Farm Bureau Federation; "The Political Setting of Agricultural Policy."

June 15: Guest night; short, informal talks by a number of men connected with the seminar.

June 17: Corwin D. Edwards, director bureau of industrial economics, federal trade commission. Mr. Edwards' talk will deal with problems of product pricing and the work of the federal trade commission in connection with these problems.

June 20: A panel discussion whose members are Kermit Eby, associate professor of social sciences University of Chicago; Harold A. Katz, Chicago attorney; and Raleigh W. Stone, professor of industrial relations school of business, University of Chicago. Subject: "Developments in Labor Relations and Their Probable Impact on Business Activity."

June 21: Thomas W. Phelps, partner Francis I. duPont & Co., who will talk on the outlook for common stocks.

June 23: Judson Large, president of the Central Electric and Gas Company and of a number of operating telephone subsidiary companies. Subject: "The Communications Industry."

June 24: Leon H. Keyserling, vice-chairman President's council of economic advisers; "Key Problems of the American Economy."

The program for guest night has not yet been announced but it is expected that among the principal guests will be Dr. Cary Cronels, president of Beloit College; W. Bradley Tyrrell, vice-president of Beloit College; and Garfield V. Cox, dean of the school of business, University of Chicago.

Although opportunities for recreation will be limited, the facilities of the Beloit Country Club will be granted the seminarists, who will also be able to use the facilities of the college, and the Beloit municipal park. Both the club and the park have excellent swimming pools.

## Conn. Senate Ups SBLI

HARTFORD — The Connecticut senate has voted to increase from \$3,000 to \$5,000 the limit of savings bank life insurance per individual. The house has yet to vote on the measure, which is a perennial center of controversy.

William Elliott, president Philadelphia Life spoke at a meeting of the company's south-central Pennsylvania agencies at Lancaster.

## Roe Walker Ass't Agencies Director

MILWAUKEE—Roe Walker, now district agent at Bloomington, Ill., in the B. J. Stumm agency, has been appointed an assistant director of agencies of Northwestern Mutual, effective July 1.

Mr. Walker has been in life insurance selling since 1934 with Northwestern Mutual, and became district agent at Bloomington in 1939. He attended Northern Illinois State Teachers College and the University of Illinois and was an educator when he went into insurance. During the recent war he served as a naval officer. He is a life and qualifying member of the Million Dollar Round Table.

The Bloomington agency won the company's district agency cup in 1943 and the certificate in 1947, paying for \$3,261,000 in the latter year and setting an all-time record for any year's business by a district agency. Mr. Walker has inducted and trained some highly successful producers. He has spoken before life insurance organizations, including the Northwestern's association of agents annual meeting in Milwaukee and the 1949 eastern regional meeting in New York.

H. J. Stoltz, Normal, Ill., a leading soliciting agent in the Walker agency since 1942, will become district agent. Mr. Stoltz has qualified for various company production honors and was a member of the Million Dollar Round Table the last two years.

## Form Tri-County N. Y. Assn.

A group of 50 local agents in Cattaraugus, Allegany and Steuben counties, New York, has sent a petition to N.A.L.U. to form an association.

Officers named recently include Paul W. Snodgrass, Clifford E. Carpenter, Kenneth W. Penny, Howard Sweitzer, Oviatt Heliker and John P. Toohey of Olean; Dick Sain of Salamanca, Jack Mahoney of Hornell, and Thomas Thomas of Wellsville.

U. S. Savage, Protective Life, Newport News, Va., has qualified for the Million Dollar Round Table for the second consecutive year.



Roe Walker



"I USE MY R & R READY REFERENCE POCKET MANUAL DAILY. IT IS THE FINEST BOOK I HAVE USED IN MY 12 YEARS OF LIFE UNDERWRITING. THE BOOK IS WORTH MORE THAN ITS WEIGHT IN GOLD."

This letter is from V. A. Marino, Assistant Manager, Metropolitan Life, Baltimore. It emphasizes so well, we think, the value of having always at hand ideas which will motivate the different types of prospects an underwriter calls on in a day's time.

Last night a lonely woman was able to sleep peacefully in her own home, in a clean bed, with a soft, clean pillow, because years ago some salesman had stick-to-itiveness and the powerful, motivating ideas which gave him the courage to tell this woman's husband why he ought to have life insurance which he didn't want to buy. And today, in your city, a man smiles happily as he busies himself with plans for a grand vacation. (Something to do with golf courses and trout streams, it seems.) Did he want to buy this vacation plan when, years ago, a life insurance salesman called on him? You know very well he didn't! But this salesman was fortified with better ideas than the prospect—and so he sold it to him.

This is what the new Ready Reference Pocket Manual is—354 pages of ideas! Vest-pocket in size and price. Only \$3.10.

The many quantity-lot orders coming in daily from home offices and agencies is rapidly depleting our present supply. That's why we say—

MAIL YOUR ORDER TODAY!



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Managing Editor

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## Tydings Bill Would Discontinue NSLI in Future

WASHINGTON — Proposed closing of National Service life insurance to future entrants and substitution of a system of \$10,000 death benefits for members of all the uniformed services are included in an over-all bill to provide pay, retirement and other benefits, introduced by Senator Tydings, Maryland, chairman armed services committee.

Provisions regarding NSLI and death benefits were dropped from the pay bill by the House armed services committee some time ago, as a time saving measure. That was regarded as a body blow by life insurance interest backing the report of the Hook commission, which recommended government death benefits in lieu of NSLI.

More recently, the House defeated the pay bill without the latter provision. However, Tydings' introduction of the bill is regarded as an attempt to revive the matter and carry out the Hook plan.

### Newblock Okla. President

William J. Newblock, General American Life, has been elected president of Oklahoma Assn. of Life Underwriters. Francis P. Mulky, Phoenix Mutual, is vice-president; Miss Pearle Easley, Massachusetts Mutual, secretary, and Tom C. Kennan, Metropolitan Life, treasurer.

Roy C. Lytle, attorney, spoke on "What Happens When a Man Dies Without a Will." He pointed to guardianship as an expensive proposition, accenting the importance of care in naming an executor of a will, as the difference between a good one and a bad one can be also very expensive. He urged the life men to induce clients to go to a reliable attorney to assure a good will. He said a will is not something to be written, put away and forgotten, but should be kept up to date to conform with new tax laws.

### Grannis Milwaukee Head

J. Douglas Grannis, Jr., Massachusetts Mutual, is the new president of Milwaukee Assn. of Life Underwriters. He succeeds Herbert J. Schwahn, Northwestern Mutual. Eugene Sanders, Equitable Society, and Arthur H. Neuhaus, Bankers Life, were named vice-presidents; Eugene C. Ebersol, Lincoln National, secretary, and William H. Froehlich, Old Line, treasurer. New directors are Clyde Fuller, Northwestern Mutual; V. V. Van Leuven, New York Life; C. P. Jacob, Prudential; George L. Grimm, New England Mutual; E. C. Betehia, North American Life & Casualty; E. C. Woller, Central Life, and A. E. Szpakowski, Phoenix Mutual.

### Pilot Life Agents Meet

Nearly 200 qualifying agents, guests, and home office officials of Pilot Life attended the ordinary division agency convention at Savannah.

### Blanchard Sales Promotion Manager of Paul Revere

L. Russell Blanchard, who has been sales promotion manager of Union Mutual Life, has resigned to go with Paul Revere Life and Massachusetts Protective in the same capacity, effective June 6. He was born in Massachusetts and is a graduate of Bowdoin college. He has been active in the Life Insurance Advertisers Assn.



L. R. Blanchard

### Medical Research Fund Reports Record Grants for Heart Research in 1948

The annual report of Life Insurance Medical Research Fund shows that \$640,000 was contributed in various forms to heart research during 1948, a considerably greater amount than in any of the previous three years of its existence. There were 50 research programs added and 26 fellowships awarded. Institutional grants amounted to \$559,130 and individual fellowship grants to \$81,375.

The fund represents 147 life companies and was organized in 1945 as the first major organization in North America to devote its full resources to heart disease research. In its first four years it sponsored nearly two million dollars worth of university and hospital work and last month its board voted to contribute another \$600,000 during 1949. Dr. Francis G. Blake of Yale, heads the advisory committee and Dr. Francis R. Dieuaide is scientific director.

The Texas Assn. of Life Insurance Executives held its spring meeting at Dallas. Matters of current interest in-

cluding legislation, were discussed followed by a luncheon attended by members of both the senior and associate sections. George R. Jordan, Republic National Life, Dallas, president, conducted the session.

### Advisory Committee to Meet

The annual meeting of Prudential's advisory committee of special agents will be held June 15-17 at Newark. The committee of 14 special agents from agencies throughout the country, will give opinions to home office officials on problems of agency operations.

# Congratulations



## to the Home Life winners of the NATIONAL QUALITY AWARD



Qualified for Five Consecutive Years — 1945, '46, '47, '48, '49

Albert, Charles S.  
Benjamin, Ike  
Bruehl, W. A. R., Jr.  
Coles, John H.

Cundey, Stanley, I.  
Daly, Peter F., Jr.  
Davy, Elmer F.  
Friedler, Frank, C.L.U.

Hamilton, Harry Lee, C.L.U.  
Holland, Edward T.  
Joseph, Lillian L.  
Lake, Kenneth E.

McKnight, John A.  
Mackey, Lantz L., C.L.U.  
Minuskin, Leo  
Newton, Walter S., Jr.  
Resh, Frank S.

Qualified for Four Consecutive Years — 1946, '47, '48, '49

Chamberlain, J. Seymour  
Dudley, James S., Jr.  
Evans, William A.

Gundaker, Robert H.  
Grove, Paul F.  
Loft, Louis, C.L.U.

Perlman, Milton, C.L.U.  
Poeschel, Harold P.  
Reynolds, Charles C.

Steinhofer, Charles F.  
Stocker, Allen A.  
Thomas, Paul R.  
Warner, James H.

Qualified for Three Consecutive Years — 1947, '48, '49

Baer, Stanley  
Bouchard, Roderick C.  
DuVal, Robert B., C.L.U.

Freedenberg, Louis  
Grier, Hilton M.  
Landers, John D.

McCann, James J., Jr. C.L.U.  
Marks, Bernard M.  
Miramon, Ernest J.

Orth, Joseph B.  
Ray, Russell L.  
Winder, Robert E.

Qualified for Two Consecutive Years — 1948, '49

Brenner, Daniel J.  
Carnwright, William E.  
Ellis, Raymond C.  
Ellsworth, John S.  
Ferrell, William B.  
Ferris, Elliott L.

Gordon, Bernard  
Gorman, Jerome C.  
Jamieson, David F.  
Jeffries, Robert J.  
Long, Raymond D.  
Long, Richard E.  
Lynch, David D., Jr.

Lyons, Edgar E.  
Massengale, Walter R., Jr.  
Orvos, Paul J.  
Packal, John A.  
Pruett, John L.  
Saint, Paul F.  
Scott, Nathan

Stein, Louis R.  
Taylor, James B.  
Tinstman, John C.  
Underhill, F. Hopewell,  
C.L.U.  
Warden, William S.  
Weber, Bernard J.  
Zobler, Morley M.

Qualified in 1949

Auld, E. Allen  
Bergquist, Donald P.  
Bloom, John W.  
Bristow, J. Chambers  
Britton, Austin R.  
Burns, Vincent T.  
Charles, Edwin M.

Clark, Robert C.  
Crump, Walter M.  
Dawson, Dave, C.L.U.  
Driesbach, George C.  
Helm, George C.  
Herrick, Harold E., Jr.  
Johnson, LeRoy C.

Jones, Mattocks D.  
Kemp, George A.  
Kenyon, Harold C.  
Lawson, Marvin R.  
Malley, Thomas E.  
Mershon, Edward O., Jr.  
Petty, William C., Jr.

Ray, Richard W.  
Shilling, John J.  
Silverberg, Ramon J.  
Spencer, John R.  
Tydings, W. Richard  
Unterman, Israel  
Weber, Vincent H.  
Wise, Robert E.

## HOME LIFE INSURANCE Co.

256 Broadway, New York, N. Y.

"A Career Underwriters' Company"



## SALES IDEA OF THE WEEK

### "Lost Souls" Make Good Business Cover Prospects

There are a number of "lost souls" among prospects for business insurance in the sole proprietor field, Harold Sloane, vice-president of C. J. Simon & Co., general agents for Continental Assurance in Newark, said in the Philadelphia C.L.U. seminar. Million dollar producers and business insurance specialists concentrate on selling the big case market leaving plenty of room for sales of from \$2,000 to \$5,000 to small business men, he said. Local stores, etc. need the coverage as much or more than the larger business firms and have been greatly neglected.

#### Use of Center of Influence

The center of influence method of prospecting gives many producers much less business than they would get if they concentrated on it, he stated. Once the agent has a center of influence in an industry, he should develop it for as much as he can. For example, he said, one agent checked in with the accountant of a prospect who, after a brief conversation, recommended the purchase of the insurance. The agent sat down and explained in detail what insurance would do for the sole proprietors the accountant knew and the agent picked up three sales appointments for the next week. If the agent has a good center of influence in, for example, the steel industry, he might buy several trade papers of that industry and check the stories of new businesses as well as obituaries and then go to the prospects revealed in the paper and let them hear his story.

In speaking to partners he suggested

discussing the problem with both of them at one time. If this is done the agent should make himself a partner so that he is the one who "dies" in the sales talk and not either of the partners.

### Good Sales Ideas at Minn. Congress

ST. PAUL—The methods of three highly successful salesmen were presented to 500 members of Minnesota Assn. of Life Underwriters at the sales congress here.

The speakers were Dwight H. Teas, Aetna Life, Wisconsin Rapids, Wis.; John O. Todd, Northwestern Mutual Life, Chicago, and Chester O. Fischer, vice-president of Massachusetts Mutual.

"There are two ways to sell life insurance," said Mr. Todd, "the hard way—that is to try to be a salesman in the sense of having someone buy something that he really does not want—and the easy way—and that is to have people buy from you because they want to. When men understand what life insurance will do for them they buy—we don't have to sell."

"Men like to think that they are buying and our function is to make men think, with their hearts as well as with their minds, and if we can make them do that, the selling of life insurance is truly a professional occupation and a pretty easy one."

#### Would Weed Out Screwballs

Mr. Todd said the life man will do well to weed out the screwballs among his prospects and waste no time on them. "Won't we make more money if we concentrate on the 80% of the good prospects and leave the other 20% alone?" he asked. Regarding high pressure in selling he said: "We in the

insurance business have got to be like actors—we have to run the risk of being ridiculous; we have to put the power in it that makes men see what they will not see unless we make them see. High pressure to me is personal pressure but the pressure of an idea is the strongest pressure in the world to motivate action."

He described a closing presentation he has used successfully for 15 years. "The function of it is to dispel that vague idea in men's minds that life insurance costs money," he explained.

#### Lucrative Satisfactory Field

Life insurance selling is one of the most lucrative and satisfactory occupations a man can follow, Mr. Fischer said. "It offers ample and adequate opportunity to make money, in good times or bad," he said. "It is unique in character; nothing can take its place. It offers the life underwriter security and freedom from the hazards of age. In addition it is a serviceable and useful work."

"High production, high income and high consumption make ours the most favored nation in the world and the successful life underwriter plays an important role in it. The laws of success in life underwriting are the same as in any other field and must be followed. They are sustained effort, good work habits and self discipline."

Although there is now in force \$200 billion in life insurance in this country, Mr. Fischer said Americans should be carrying five to seven times more than that.

Roger B. Wheeler, Bankers Life, St. Paul, was sales congress chairman and presided at the morning session. L. V. Asbury, Aetna Life, St. Paul, president of the state association, presided at the luncheon at which Dean Theodore Blegen of University of Minnesota gave a talk on Minnesota history. At the afternoon session, Donald L. Barnes, Duluth, vice-president of the state association, presided.

### Sue for \$150,000

A \$150,000 damage suit against John H. Varney, New York Life agent, and Paul T. Nutting, former manager, and William E. Simpson, former agent of the company at Toledo, has been filed in common pleas court there by John G. Gallagher, head of a cleaning concern. New York Life was joined as a defendant. Mr. Gallagher charges that his company was the victim of an unusual and complicated combination of estate planning and retirement programming. He alleged that the defendants went beyond the scope of their function as agents and that as a result his firm lost money and incurred a series of quarrels among its board members. The sale of \$200,000 of life insurance was involved.

### Postal Names Kohn

Postal Life has appointed Maurice Kohn general agent at Buffalo. He started in insurance there. During 1940-42, he was with the New York department as an examiner. His insurance experience covers claims adjusting, underwriting, sales and management.

### N. E. Policyholders' Months

June and July have been designated policyholders' service months by New England Mutual for the 38th consecutive year. Theme this year is "The Trail to Security" and the material which will be placed before policyholders will feature the covered wagon of California's centennial celebration.

Policyholders will be presented a statement showing the present and future values of their New England Mutual contracts. A number of questions will be asked to determine how the policyholder's needs may have changed.

### Colonial Declares Dividend

Colonial has declared a dividend of \$1 per share.

### Penn Mutual Ups Probst, Royal

William J. Probst has been appointed manager of sales promotion and advertising and Aaron M. Royal manager of field training of Penn Mutual.



W. J. Probst



A. M. Royal

Mr. Probst joined Penn Mutual in 1932 with the Philadelphia agency, following experience in group insurance and employee benefit sales. A year later he transferred to the agency department to direct the company-wide development of salary allotment and employee benefit plans.

He became assistant to the vice-president in 1943. He participated in the development of much of the advanced training material and sales kits and devoted time to joint field work in specialized markets.

Mr. Royal has had a quarter-century of life insurance experience. He is a Phi Beta Kappa graduate of Yale. Entering life insurance, he became a staff field assistant in Philadelphia. He joined Penn Mutual in 1944 and has helped in the revision of the training facilities, especially in employee benefit and pension sales.

### Keystone L.A.A. Group Hears Talk on Business Cover

Aaron M. Royal, manager of field training, Penn Mutual, spoke to the Keystone group of Life Advertisers Assn. at Philadelphia. Speaking on the importance of the business insurance market today, Mr. Royal said, that the field was practically untouched and the greatest source of prospects was in small business. Business insurance is no longer the work of the specialist but is that of the average agent, he said.

A discussion of the type of exhibit local companies should have at the Philadelphia trade fair in September was held.

### Pa. Housing Subsidy Bill Signed

HARRISBURG, PA.—Gov. Duff has signed the \$15 million housing subsidy law. Under provisions of eight bills the funds of insurance companies and other investors which require higher capital returns than currently obtained from rental housing projects, could be invested and the State subsidy would guarantee adequate long-range return through State control of rents for 28 years. Both private and public agencies engaged in building may bid for the subsidies, which will be outright grants of as much as 30% of the total project costs.

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No. 20 of a series — No. 19 appeared last week.



## OBSERVATIONS

### How Firm a Foundation

The National Underwriter Co. recently received its most unusual request so far for the pamphlet which it publishes, "Common Denominator of Success" by the late Albert E. N. Gray of Prudential. A lady called from the Stay-form Company, manufacturers of women's girdles. She said that a life insurance general agent had showed her boss a copy of this pamphlet and the boss wanted to get some copies for himself. It seems that success in life calls for the same ingredients, no matter what kind or what type of curves a man is trying to control.

### Interesting Speaker, Subject

The attendance of 800 at the May meeting of the New York City Life Underwriters was a tribute to the drawing power of the speaker, E. B. Whittaker, group vice-president of the Prudential, and to his co-speaker, Paul D. Hicks, Equitable Society agent, a newcomer to speakers' rostrums in the area. Mr. Whittaker has been in considerable demand as a speaker lately because of his forthright style. He always manages to get on friendly terms with his audience. In addition he brings several of his home office staff to answer specialized questions in full detail.

A second factor in bringing out the agents has been the sales slump in the area. New York City production is down some 8% in the first four months of the year. Ordinary producers are out getting sales facts and grasping the new temporary disability benefits law as a new source of commission income.

### Package Canvass June Grads

With June graduations but a short time off, one general agent is capitalizing on the season by throwing all his available talent into soliciting life insurance among senior college men. The G. A. and his sales team concentrate on small colleges, descending on the town for a stay of about two days. They have obtained from the records of the college or from a student year book a list of all male seniors and their residences. The general agent divides up this list among his charges and the solicitation begins.

The salesman approaches the fraternity house or dormitory where the senior lives, sees him on the spot, preferably, or makes an appointment to see him, tells him the story of life insurance in simple language and concentrates on selling him \$10,000 of ordinary life insurance on the basis that the collegian is about to forge forth into the world and will need this protection.

### COMPLETE PERSONAL INSURANCE COVERAGE

- LIFE • HEALTH
- ACCIDENT
- HOSPITALIZATION
- MEDICAL and SURGICAL REIMBURSEMENT
- GROUP • FRANCHISE
- BROKERAGE
- REINSURANCE

"REGISTERED POLICY PROTECTION"

**REPUBLIC NATIONAL LIFE INSURANCE COMPANY**

THEO. P. BEASLEY, President  
DALLAS, TEXAS.

A frankly package type sales approach is used. The senior is sold the \$10,000 unit on a one month initial term basis. If he still desires to keep the policy, he begins paying the regular premiums at the end of the month. The idea is that the senior will be better able to pay for the coverage when he gets out of school and has a job or the prospect of one.

Though by this time most college seniors are not married men, the percentage of sales is high. Some of the salesmen have been 50% successful on the one or two-shot interviews. They get the seniors to agreeing that this coverage is a good thing and, while they are nodding their heads have them sign an application, ask them to have a physical examination at the school dispensary and reassure them that if they are better-than-average risks, the insurance is theirs.

At one small school, a salesman who had been in the business for only a few weeks, sold 25 such cases within the space of two days, or \$250,000 worth of ordinary life protection.

This system has been applied in other years with some success. Of course, the lapse ratio on this coverage is high. A substantial number of the students will not start paying the regular premiums after the initial term period has lapsed, but some of them will. Others will wait a few months or years and then make use of the five-year pickup provision to reinstate this coverage.

From the standpoint of sales practice and of income the general agent feels that this method is worth the devotion of a few days a year.

### Columbian National Gives Phillips Additional Duties

Charles P. Phillips, assistant secretary Columbian National Life, has been appointed manager of the policyholders service department. He has been with the company for 32 years. For many years an assistant auditor, he was elected assistant secretary in 1945 and has been agency secretary since 1940.

### Give Mayer Farewell Affair

The officers of Penn Mutual Life gave a farewell luncheon in Philadelphia for John A. Mayer, secretary, who has become president of Reliance Life. There were 48 officers present and on their behalf Penn Mutual President John A. Stevenson presented Mr. Mayer with a silver tray, suitably inscribed.

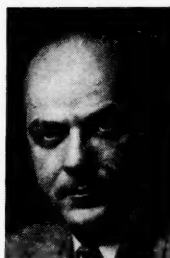
### Holds Managers' Rally

The industrial agency department of Commonwealth Life held a three-day managers' conference in Louisville at which principal speakers were President Morton Boyd, Executive Vice-president B. N. Woodson and Homer D. Parker, director of industrial agencies.

### In Group Posts



W. J. Hurley



J. A. O'Connor

Walter J. Hurley has been named group regional manager for Massachusetts Mutual Life, with headquarters at Boston, and John A. O'Connor becomes group supervisor with headquarters in Chicago. These appointments were reported in last week's issue.

## GUARDIAN'S NEW PREFERRED RISK POLICIES

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- level-premium, limited payment life contracts, containing all the attractive features of Guardian's other policies;
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## AND COMBINE LOW PREMIUM WITH LOW NET COST!

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## EDITORIAL COMMENT

## The Past's Influence on Decisions

A familiar device in fiction and the movies is the flashback. The story gets under way and then returns to preceding events, which are intended to make clearer or more dramatic the reasons for the situation.

We were reminded of this the other day when a company executive was exploring the reasons for the departure of a key man. He wondered if he had properly merchandised the company to the man and his future in it. He tried to do this when the key man announced the outside offer, but the man accepted it. The executive wondered if the sales talk might have been effective if it had been given 10 years before. Perhaps he should have merchandised the company and the job more frequently over the years. Decisions are made at a certain point in time, but the factors which a man uses to arrive at a decision usually have been created at various times in the past.

The most important thing to a young man entering business is his future. This concern may be of little moment to his company, yet if a firm is to develop key men to conduct its operations, those at the top must devote some attention continuously to envisioning for the individual new men coming in the possibilities ahead. Only in this way can a company bind the individual to its needs and purposes.

Thus a merchandising talk about the business today may decide a future executive 10 years from now to stay with the company. Certainly it will have much to do with what he delivers in the way of effort and improvement in his job. The executive who recognizes the importance of his future to every likely man the company hires, who interprets that man's chances that lie ahead, does a sales job for the firm that cannot be done successfully in any other way.

Occasionally a company has gone to pot because of the lack of executive talent of high caliber with roots deep in a company structure. How does a company get into this condition? It takes a long time to ruin a company in this

way; it also takes a long time to get into good condition in this respect, and it takes continuous effort to keep it that way. After all, a business is the people who conduct it.

The wise executive knows that merchandising the company is not wholly a matter of salary and not even primarily a matter of money, per se. But it is a matter of making the individual feel that he is important to the company, and that the company is important to him; not only that it is important but that it is personal, in terms of the executives with whom he works, the people who run it.

Many company executives spend a good deal of time, thought and effort on this phase of their operations. And why not? After all, businesses buy insurance on key men because they recognize the real monetary value these men represent to the business, that the business would suffer if they lost them. They bring such men along gradually salary-wise. That is why company heads see to it that the man is brought to envision his future and the company's as both bright and intertwined.

To a lesser degree, the merchandising of the company to all employees must rest on the personal interest department heads and others in key positions take with new employees and maintain with those whose service with the company extends over the years. In a large concern it is difficult for those in authority to maintain informal, friendly relations with all employees and at the same time to be thoughtful and knowing, which is a necessary impression to impart. But it is not hard for the chief executive to do it with other executives; for other executives to do it with sub-executives; for department heads to do it with those coming along in their divisions, and so on to the employee newest on the job or who does the most routine sort of work.

This is a way to keep employees. It also is the method needed to get the best effort of which a staff is capable and to which a sound and generous company policy is entitled.

## Value of Studying Mistakes

Much can be gained by studying mistakes that are made in insurance offices. Those down the line have an opportunity to see where errors have been committed and why. If these are kept in mind, they can be avoided in the future by those who are making the study and who are ambitious to do their work correctly. Much is to be gained by taking cognizance of these failures. It may

be due to carelessness, wrong thinking or failure to ascertain what the correct course should be. Naturally it is a good business building process to observe the successful achievements of those higher up. They constitute splendid sign posts. Yet much can be learned by taking note of failures and considering what are the best ways of avoiding them in the future.

## PERSONALS

The partners of **Gordon H. Campbell** in the Aetna Life agency at Little Rock,



G. H. Campbell

Frank L. Mallory, B. Doyle Colvert and Foster Vineyard, invited to a luncheon in honor of Mr. Campbell representatives of all firms in Little Rock which have been in business continuously since 1909 when Mr. Campbell became Aetna general agent. This 40-year celebration for Mr. Campbell included an open house for former Aetna people, meetings of sales personnel and a dinner which was attended by several company officers from the home office. Wallace Townsend was toastmaster.

**James E. Rutherford**, who is leaving the National Assn. of Life Underwriters as executive vice-president, will spend the next 30 days on vacation, mostly fishing, and will take up his new duties as vice-president of Prudential July 1.

**Peter M. Fraser**, president of Connecticut Mutual was a speaker at the dinner, honoring **Robert N. Waddell** on his 15th anniversary as a general agent of the company at Pittsburgh.

**G. E. Ensign**, Bankers Life of Iowa, Cleveland, was one of the speakers at the district conference of Rotary International at Canton, O.

**Albert W. Moore**, general agent New England Mutual, Philadelphia, observed his 30th anniversary with the company.

**Alan D. Harmer**, director of agencies Minnesota Mutual, has been elected president of the St. Paul Sales Executives Club.

**Roy Utley**, general agent at Los Angeles of Beneficial Life, has been elected a bishop of the Church of Latter Day Saints.

**Vincent B. Coffin**, vice-president of Connecticut Mutual, was elected regional vice-president of the Travelers Aid Society at an eight-state meeting at Hartford. **Jesse W. Randall**, president of Travelers, emphasized that a plan of "federated giving" must be undertaken to coordinate the drives conducted by national organizations. He envisioned a system similar to the Community Chest on the local scale.

**Mrs. Norene Paulin**, in charge of the mortgage loan department of Home State Life of Oklahoma City, was elected president at the meeting of Iota Tau Tau, international legal sorority, at Los Angeles. She was also responsible for having Oklahoma City chosen for the 1951 international meeting.

**Sidney J. Herzberg**, Prudential manager at Milwaukee, observed his 40th anniversary with the company, all of which time he has spent there.

**Hugh S. Bell**, general agent of Equitable of Iowa in Seattle, was the speaker at the Pacific northwest marketing conference, sponsored by the Seattle Chamber of Commerce.

## DEATHS

## Sterling Pierson, Equitable Society Executive, Dies

Sterling Pierson, 46, vice-president and counsel of Equitable Society, died suddenly at his home in Wilton, Conn. He joined Equitable in 1925, became general solicitor in 1933, counsel three years later and vice-president and counsel in 1947. Mr. Pierson served on many important committees of the Life Insurance Assn. of America and was regarded in his field as an authority on insurance law. He was educated at Columbia University. His father was vice-chancellor of the Tennessee supreme court.



Sterling Pierson

He was a top-caliber executive and it was generally taken for granted that he would eventually head the company.

**Nelson C. Engelman**, 67, for 20 years with Sun Life at Cleveland, died at Atlantic City, where he had gone to recuperate from a heart attack. He was also an attorney and a member of Cleveland Bar Assn.

**Thomas A. Lowry**, 75, a founder of Washtenaw Life Underwriters Assn., was found dead at Ann Arbor, Mich. He retired in 1932, after representing New York Life since 1910.

**James M. English**, 65, former Prudential manager at Jacksonville, Fla., died. He was with Prudential for 34 years.

**William L. Wilhoite**, 72, for 25 years superintendent of agencies of the eastern division of Reliance Life, died at Memphis.

**Henry B. Graves**, 81, for 20 years until his retirement a few years ago, St. Paul manager of Massachusetts Mutual Life, died at the Masonic home after an illness of a year.

**R. L. Mishler**, 73, of Penn Mutual Life, Philadelphia agency, died.

**Henry Flugelman**, 79, attorney for Bakers Mutual for 40 years, died in New York last week. He was the father of David Flugelman, New York City agent of Northwestern Mutual and trustee of National Assn. of Life Underwriters.

**C. Fred Davis**, general agent of the State Mutual Life in Indianapolis for many years, died at his home there. He was a past president of the Indianapolis Life Underwriters Assn. and a C.L.U. Mr. Davis went to Indianapolis from Kansas City 38 years ago to become general manager of the former Prudential Casualty of Indianapolis. He remained with that company until it re-insured, going at that time with State Mutual Life.

**Leon H. Andrews**, 65, manager of Phoenix Mutual's downtown agency at New York from 1917-43, died at his

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home at New Canaan, Conn. After three years as an agent at Boston he went to New York as a co-general agent in the firm of Roger & Andrews. When Phoenix Mutual went on a managerial basis he became manager.

**John F. Baker**, 63, Evansville insurance man, died at his home there following a heart attack. With his father, the late Fred Baker, he organized the Intermediate Life, which later was merged with the former Cleveland Life.

## Slate Morrison to Head Brooklyn Assn.; Talk by McLain on Future Trends

James P. Morrison, Travelers agent, was nominated for president of the Brooklyn branch of the New York City Life Underwriters Assn. to succeed Jack Warshawer, manager Guardian Life. The Brooklyn branch wound up its first year with almost 400 members, an increase of 20% since it was organized. Mr. Morrison has been with Travelers since 1936 and during the war was a merchant marine officer.

Others on the slate included Bernard M. Eiber, general agent Mutual Trust Life, administrative vice-president; Irving Bober, supervisor Prudential, educational vice-president; Henry Marshall, general agent Provident Mutual, public relations vice-president; Morris M. Besso, manager Metropolitan Life, treasurer, and Murray Malament, Mutual Trust Life, secretary.

James A. McLain, president Guardian Life, discussed the future business trends of life insurance and said that although the country is going through a decline business remains good. He expects the downward trend to continue for another year but after that to settle at a level higher than ever before.

## 1950's to be Very Active

Barring war, he said that atomic energy and the great increase in population should make the 1950 decade one of the greatest in national business activity. He said the recent decline in cost of living will enable more of the middle class to purchase insurance. He cited as an additional factor the ending of competition with other products such as cars, refrigerators, which the public recently has been buying to satisfy demands that couldn't be satisfied during the war.

The savings habits of the nation have changed because of the experience of the depression and the public is now inclined not to trust its own investment judgment but to invest that money in institutions which are capable of doing it wisely. The life insurance business is ideally able to handle that investment, he said. He discussed the growing

trend toward the welfare state and said that he is not without hope that it can be stopped.

Branch Rickey, president of the Brooklyn Dodgers, originally scheduled as a speaker, was unable to appear. The election of officers is scheduled for June 16.

## Steelworkers Demand Flat Pension of \$150 Per Month

The CIO steelworkers have announced that their demands for this year, in addition to wage increases, will include employer-financed pension of a flat \$150 a month at age 65. The cost of this pension would probably run about 13½ cents per hour and demands for A. & H. and hospital insurance would add another 8½ cents or so to the union's demand. The steel industry had previously given indications that it considers a demand of this sort far too heavy. The flat pension demand follows the flat benefit pattern set by CIO-UAW of \$100 per month at age of 60.

The steelworkers previously had sought from U. S. Steel term life equal to 18 months earnings, paid up insurance of \$1,500 at retirement, for age or disability, cash benefits for sickness or accident of \$35 a week beginning with the fourth day of sickness and the first day of accident for not over 52 weeks, hospitalization allowance of \$8 a day plus \$84 extra during each confinement for up to 70 days for employees and families, and reimbursement for surgical fees on a standard \$225 scale for employees and dependents. The union estimated total net cost per employee would be \$174 annually and it asked that the employer pay the entire cost.

U. S. Steel has countered with an offer of term insurance equal to 12 months earnings, term life of \$1,000 for an employee with 25 years service who retires at 65 or becomes permanently disabled, cash benefits for sickness or accident of \$21 a week beginning first day of accident and eighth day of sickness for not over 13 weeks, hospitalization allowance of \$6 a day for employee and \$5 a day for dependents plus 10 times the daily allowance for extras for a maximum 31 days, and surgical reimbursement on \$150 scale for employees and dependents.

U. S. Steel proposes that companies and unions share the cost estimated at about five cents an hour on a 50-50 basis. The union has refused this offer. According to the current two-year CIO contract, the union may strike to enforce demands after July 16.

## Commission Boost May Be Faulty Solution: Taylor

(CONTINUED FROM PAGE 1)

have to be more careful about what we may say or do that might lend itself to misconstruction by an anti-truster looking for material, and we may have to curb some ideas that seemed to be in the interest of the policyholder. I have, however, no fear of the life insurance business consciously violating the anti-trust laws—"conscious parallelism" or not. I am convinced that the sincere anti-truster will find that it will be a waste of time to fish in the life insurance pond."

Discussing the proposed McCarran-Celler investigation of life insurance and the O'Mahoney economic investigation, which Mr. Taylor said may of necessity be concerned with some aspects of the life insurance business, he emphasized that neither Life Insurance Assn. of America nor American Life Convention have made any effort to persuade members of Congress not to undertake these investigations and have made it plain to their members that they will not do so.

"It is my earnest hope that no one in his individual capacity will undertake to do either," he said. "To do so results only in arousing the suspicion that we have some reason to fear an impartial

inquiry into the affairs of this business and we need have no fear as to the outcome of such an investigation. It will be recalled that at the conclusion of the TNEC investigation, Senator O'Mahoney said that the life insurance companies came off with flying colors."

"The business stands today at the peak of its performance and at the peak of public acceptance," Mr. Taylor said. "The problems we face in maintaining and enhancing this position are a challenge which should lend zest to our tasks. I would rather be in the business today than at any other period in its history. We have never had better or more conservative management in the business as a whole. We have never observed higher ethical standards in home office and field."

## Briggs Heads Atlanta C.L.U.

ATLANTA — S. Russell Briggs, Jr., general agent for Provident Mutual Life, has been elected president of the C.L.U. chapter. Sheffield Owen, Life of Georgia, is vice-president, and Dickey Boyd, New England Mutual, secretary-treasurer.

## St. Louis Aggressive Club Elects

Ralph Campbell, Northwestern Mutual was named president of the Ag-


gressive Club of St. Louis at the annual meeting. Others elected were W. Scott Smith, Massachusetts Mutual, vice-president, and James C. Greene, Lincoln National, secretary-treasurer. The club which limits its membership to 24 is an organization of the city's leading personal producers.

## Wolverton Heads Mont. Assn.

L. W. Wolverton, Helena, was named president of Montana Life Underwriters Assn. at the annual sales congress and convention at Billings. He succeeds C. J. Kelleher, Billings. Edmund Dolan, Butte, is vice-president, and Elmer Williams, Helena, secretary. Named directors were B. O. Overland, Billings, and Russell Crandell, Great Falls. Among resolutions passed was one opposing compulsory health insurance.

## Launch Anti-Nationalization Drive

British insurance companies have begun their campaign against threatened nationalization by distribution of a pamphlet containing the anti-nationalization speech of Sir George Barstow, Prudential of England head. Although not a member of the Industrial Life Offices Assn., Prudential is joining the fight.



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NO. 3 OF A SERIES

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★ We feel that the life insurance industry owes every new agent a better-than-even chance for success. This series outlines a few practices now followed by our Company which are designed to improve the new agent's chance for a successful career. It is published in the interest of free and open discussion. We shall welcome your comments.

**California-Western States Life Insurance Company**



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HOME OFFICE — SYRACUSE, N. Y.

## AMONG COMPANY MEN

### Commonwealth Ups Mahaney, Hookway

Commonwealth Life has appointed Richard F. Mahaney and Hugh E. Hookway as director of training and assistant director of training, respectively.

Mr. Mahaney has lived in Louisville since 1939. He joined Commonwealth as an agent there in 1947 after having been in business for himself and in the air

force.

Mr. Hookway is a graduate of Ohio State University with an A. B. degree in personnel management. He joined Commonwealth as an agent in Ohio in the ordinary department in 1946 and has made an outstanding record. He was a wartime army captain.

### Krumbein Made 1st V-P.

Abraham Krumbein has been elected 1st vice-president of Eastern Life. He has been a director for 10 years.

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THE COMPANY BACK OF THE CONTRACT



## BALANCE SPEEDS PROGRESS

With one wheel missing... or only three wheels functioning... smooth forward motion is impossible.

Progress requires balance.

A life insurance institution to move forward must have similar balance... in background, in present performance, in plans for the future.

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**A WINNING COMBINATION FOR BUILDING SUCCESSFUL AGENCIES**

1. Unusual Compensation Plan
  2. Training Schools
  3. Prize-winning Sales Aids
  4. Annual Convention
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- A General Agency Company*

## Dougherty Actuary of Union Central

Edward A. Dougherty has been elected actuary of Union Central Life. He has been assistant actuary. He succeeds the late William Macgregor Morris.

Upon receiving his A. B. degree from Williams College in 1931, Mr. Dougherty joined a general insurance brokerage office in New York. In 1932 he joined Mutual Benefit Life, and in 1936 joined Mutual Life, where, after serving on the actuarial staff, he was elected assistant treasurer in 1942. During wartime naval service he was assigned to the veterans administration as an actuary for National Service life insurance and government life insurance, later becoming assistant director of the VA actuarial service. He joined Union Central last Jan. 1. He is a fellow of both actuarial societies.



E. A. Dougherty

## Home Announces Group Organization

NEW YORK—In preparing for its entrance into the group field within a few months, Home Life of New York has set up its group executive organization.

Hugh C. Montgomery has been appointed manager of group sales and will be in immediate charge of sales and



H. C. Montgomery



G. K. Rugger

field service phases of group insurance.

A recent addition to the Home Life organization, Mr. Montgomery has brought to the company a broad experience in the group field. He started in life insurance in Equitable Society's claim department, later becoming group service representative. He served as divisional group manager in Philadelphia and later in Detroit. He left to become divisional group manager for Liberty Mutual in New York City.

Mr. Montgomery was with Liberty Mutual for three years and with Equitable Society for 14.

Francis H. Low, assistant vice-president, will be in immediate charge of the development of clientele relationships and a long-range field program and will handle special assignments in connection with that activity. Mr. Low has been active in the development of the company's group program in its initial stages.

Gerald K. Rugger has been promoted from assistant actuary to manager of group administration and will be in immediate charge of home office administration. He has been with the company since 1937 and is a fellow of the Society of Actuaries. For the past year he has been devoting most of his time to the development of the group insurance program.

James T. McCrystal, assistant counsel, continues as a member of the law department but for the time being has been relieved of his regular responsibilities to devote his time solely to the

legal and related phases of the group program.

Administrative phases of the program are being worked out under the general direction of William J. Cameron, executive vice-president, with the assistance of Owen C. Lincoln, actuary.

Sales phases are being worked out under the general direction of William P. Worthington, vice-president.

Basic preparation has reached the stage where it is expected that the company will be in a position in the near future to issue proposals on the basic group casualty coverages and group life insurance on a term basis. Announcement of the regional field organization will be made in the near future.

## R. I. Miller Sales Promotion Director of Union Mutual; Succeeds L. R. Blanchard

Richard I. Miller has been appointed sales promotion manager of Union Mutual Life. He

attended Brown University and at University of Pennsylvania he completed advanced training in advertising. He served as advertising associate of Mason L. Ham of Boston for five years and was subsequently with the Harold Cabot advertising firm at its Boston headquarters and later as manager of its Portland branch office. Most recently he was with Oxford Paper Co. of Rumford, Me., as director of public relations. Mr. Miller succeeds L. Russell Blanchard who recently resigned to go with Paul Revere Life.



R. I. Miller

## Prudential Promotes Hansen and Aydelott

Willard M. Hansen, manager of Prudential's mortgage loan office in Seattle, has been promoted to assistant general manager of the mortgage and real estate department at the western home office. Ernest S. Aydelott, assistant manager of the Southern California branch, will succeed Mr. Hansen in Seattle. Mr. Hansen attended Utah Agricultural College and later studied at George Washington University law school. He joined Prudential as regional appraiser in 1929, was appointed manager of the Cincinnati branch in 1937 and became Pacific northwest branch manager in 1938. He is a naval veteran.

Mr. Aydelott is a graduate of Rutgers University and University of Southern California law school. He joined Prudential in 1937 as assistant resident attorney in Los Angeles and became assistant manager in Southern California branch in 1945. Before joining Prudential he was in the investment field in California.

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## ACCIDENT AND HEALTH

### W. Stanley Stuart Named St. Louis Association Head

St. Louis Assn. of A. & H. Underwriters has elected as its new president W. Stanley Stuart, General American Life; vice-president, Carl Lane, Reliance Life; secretary, John Dugan, General American; treasurer, Frank R. Philpott, Federal Life.

Leo Coffman, Columbian National, retiring president, was awarded a plaque on behalf of the association. Special guests included Harold Banbury, Phoenix Mutual, representing St. Louis General Agents & Managers Assn., and William King, Fidelity Mutual, representing St. Louis Life Underwriters Assn.

R. W. Burnett and Monte Behr received membership plaques in the Leading Producers Round Table.

Bert A. Hedges, Business Men's Assurance, the guest speaker, said one of the biggest things that will help put the federal government health program across will be the failure of the private companies to provide proper coverage.

### Cram Is N. H. President

New Hampshire Assn. of A. & H. Underwriters has elected J. B. Cram, Mutual Benefit H. & A., Manchester, as president to succeed Hermon Davis, Metropolitan Casualty, Nashua. The new vice-president is William Wood, Continental Casualty, Berlin, and secretary-treasurer, Quinton D. Smart, Travelers, Manchester.

The three speakers at the annual meeting devoted their talks to various aspects of socialized medicine. Dr. Robert Biron, Manchester Medical Society, warned that President Truman's proposal is part of a full regimentation program for the country. George J. Richards, Monarch Life, Hartford, member national executive board, emphasized the part that A. & H. agents can play in combating socialized medicine. Mr. Jones complimented the New Hampshire agents for their campaign against the program.

Mr. Cram served as toastmaster.

### Kansas Increase 255%

Kansas A. & H. Underwriters Assn. turned out nearly 100 strong at Wichita to welcome National President Eugene F. Gregory, B. M. A., Denver, guest speaker and to celebrate closing of the membership drive, which ended with a 255% increase. That was 673% of the quota that had been given. Starting the year with 65 members, President Claude W. Jackson, Interstate Assurance, and F. Robert Hawk, Security Mutual, membership chairman, pushed the membership to 166. Four new members came in at the Gregory luncheon. The association hopes to win the membership cup at the Cleveland convention. Mr. Gregory complimented the Kansas association for having the most enthusiastic regular meeting he had attended the past year during his travels over the nation.

### Gabor Miami President

New president of the Miami Assn. of A. & H. Underwriters is Frank Gabor of the Gabor general agency.

Other new officers are C. L. Russell, first vice-president; Wilson Harrell, second vice-president; Paul B. Bosworth, recording secretary; Harvey Goodman, corresponding secretary, and George Oldham, treasurer.

Speaker was Charles B. Forbes, staff writer of the Miami "Daily News," who discussed the need of business to mold public opinion in its favor.

### Enact Incontestable Bill

An incontestable clause will be required in all A. & H. policies issued hereafter in Michigan, under a bill passed by the legislature there, now adjourned. It embodies the incontestable section of the proposed standard provi-

sions law, except that the incontestable period is cut from three to two years. A similar bill has been introduced in Florida.

No effort has been made to put through the standard provisions bill as whole this year, the only state where it was introduced being Missouri. With the shape in which the bill was left by the commissioners, it is felt that it will be necessary to start all over again.

Michigan also enacted the standard wholesale coverage bill, to supplement the group law. The standard franchise provision has been put into effect there by departmental action.

### More Agents Needed: Ford

John Ford, vice-president and director of agencies of Forest Lawn Life, spoke before Los Angeles A. & H. Underwriters Assn. on "All of Us Can and Should Do Better." He said he was concerned about the trend of legislation because more has not been done to stop it. He declared A. & H. men have not told enough people about the product they offer, and what it does.

He also declared there are not enough agents properly to do the job of telling people about A. & H. insurance. He said there is room for more men and women and asked why those in the business do not bring more of the right kind of men into it.

### Study N. J. TDB Benefits

NEWARK—State TDB plan bureau has started a study of experience for the first four months since benefits became payable, which shows that out of 11,560 claims processed 4,177 were found to be ineligible.

In April payments were 2½ times those in March, reaching \$333,365. Since Jan. 1, when the law became effective, \$511,405 has been paid out to claimants.

### Jones Addresses N. Y. Assn.

Wesley J. A. Jones of Indianapolis, executive secretary National Assn. of A. & H. Underwriters, discussed the errors and mistakes the average pro-

ducer makes in his prospecting and offered suggestions on how to correct them at the luncheon meeting of New York A. & H. Underwriters Assn. About 35 attended.

Loyal Atkinson, general agent Massachusetts Indemnity, was appointed delegate to the national meeting at Cleveland. A discussion of the state temporary disability benefits law was conducted.

## COMPANIES

### Federal Old Line Case Goes to Trial July 18

SEATTLE — Commissioner Sullivan's move to take over the affairs of Federal Old Line Life appears to be headed for a prolonged legal tangle. King County Superior Judge Frank D. James, Jr., denied a motion by the company to dismiss Sullivan's action. The court did agree to give the company's counsel time to ask the state supreme court for a writ of prohibition against Judge James' ruling.

Assistant Attorney Generals John Spiller and Robert D. Williams then asked the court to grant an order restraining the Federal Old Line Life from selling any new business. Judge James denied the request for an injunction.

Trial of the suit has been set for July 18. In the meantime the company's counsel will request the state supreme court to order Judge James to dismiss Sullivan's suit.

### Mutual Trust Runs School

Mutual Trust Life conducted an advanced training school in Boston for agents and general agents. Stacy B. Merchant, educational director, was in charge. The company plans to hold a series of such schools.

### New York Life Wins Award

In a nationwide cover contest for company publications sponsored by the 1949 American Red Cross Fund Cam-

paign, New York Life "News," magazine of home office employees, was awarded second prize. In 1947 New York Life "News" also won second prize.

### Form Ill. Insurer

The Illinois department has licensed the I.E.A. Life of Springfield, Ill. Incorporators are: L. W. Nimmo, James W. Cummins, and Carrol C. Hall, all of Springfield. It is an assessment legal reserve company.

This organization will be a companion company to the I.E.A. Mutual Ins. Co., sponsored by the state teachers organizations of Illinois and Iowa. Officers are to be chosen June 4.

### Manhattan in "Trophies" Drive

Manhattan Life has announced the rules for its annual "president's trophies" event which started June 1. Awards are four engraved trophies, one for each of three divisions, plus one for the largest paid-for volume, regardless of division.

Commonwealth's agency advisory council met at the home office. At the meeting, which was attended by company officials, suggestions which were turned in by the field force were taken under consideration.

Seven agents of Reserve Loan Life have qualified for the 1949 national quality award. Three have earned it for four consecutive years.

### L.I.A.M.A. Issues Booklet on Insurance Careers

Career opportunities for college graduates in life insurance are described in the latest publication of L.I.A.M.A., "Let's Look at Life Insurance." Written for vocational advisers in colleges as well as students, this booklet was planned to fill a need for factual information about life insurance as a life work. The pamphlet was written by William P. Stowe, editor of "Manager's Magazine," with the assistance of members of the association's relations with universities committee.

## SUPERVISOR FOR ILLINOIS

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## LIFE AGENCY CHANGES

### Life of Ga. Makes Several Promotions

W. T. Myers, manager at Pascagoula, Miss., since 1946, becomes manager of the recently opened Hope, Ark., district of Life of Georgia. He has been with Life of Georgia since 1936 in several Mississippi cities. He served in the navy during the war.

H. G. Lloyd has been transferred to Tampa, as district manager. Mr. Lloyd joined the company in 1935 and has been district manager at Sarasota since 1946.

Mr. Lloyd was succeeded as district manager at Sarasota by T. H. Pinson, who was promoted from staff manager. Mr. Pinson had been with the

company since 1940 and has served in Lakeland, Palmetto, and Sarasota.

Ben M. Owen has been appointed staff manager in Anniston, Ala. He has been an agent.

### Cross to Head New Prudential Tenn. Office

A district office will be opened by Prudential at Chattanooga June 6 headed by Thurley C. Cross, former manager at Tampa. Mr. Cross' successor at Tampa has not yet been announced.

With Prudential in sales and administrative posts since 1912, Mr. Cross has also served as manager at Charlotte, N. C.

### J. C. Russell Buffalo G. A. of Union Mutual Life

John C. Russell has been appointed Buffalo general agent of Union Mutual Life. He entered

insurance in Albany in 1926 with John Hancock and was assistant district manager there and at Rochester, N. Y., branch manager at Batavia, N. Y., and district manager at Utica and Syracuse prior to his Union Mutual appointment. He has also an outstanding record of personal production. He is president of the Syracuse General Agents & Managers Assn.

Mr. Russell succeeds Jesse J. Letts, who died last month after 15 years as Buffalo manager.

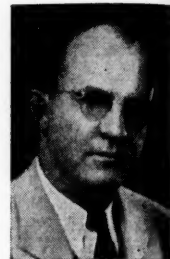


J. C. Russell

merly was with Guarantee Mutual at Lansing, Mich.

### McTaggart to Honolulu for Prudential

Glen A. McTaggart, Prudential St. Louis agency head, whose acceptance of a position with Hawaiian Trust Co., Ltd., Prudential general agents in Hawaii, was reported in the April 22 issue has been named manager of the insurance department effective June 1. He succeeds Arthur H. Eyles, III, who has been appointed home office group representative there.



G. A. McTaggart

Thomas A. Gallagher, who replaces Mr. McTaggart at St. Louis, joined the company in 1933 and has served as agent and assistant manager at San Francisco except one year as acting manager at San Diego.

Mr. McTaggart is returning to the area where he started in the field. He joined the Hawaiian Trust Co. in the trust department in 1914, serving successfully as assistant superintendent and superintendent of the insurance department. In 1928 he moved to Denver as Prudential manager and then to St. Louis in 1942.

### Gallagher to Portland, Ore. at New Prudential Agency

John W. Gallagher has been appointed manager of a new Prudential agency at Spokane. He joined Prudential in San Francisco in 1934 and became assistant manager at Portland, Ore., in 1938. He is a graduate of Oregon State College and is an army veteran.

### Prudential Names More Group Head at Denver

John E. More has been appointed home office representative in charge of the new Prudential group sales office at Denver. He has done group work at Newark and western home offices. He graduated from University of Southern California and studied at Wharton School.

### Redington, Sellow Group Managers for Conn. General

Connecticut General has appointed Harvey W. Redington as group manager of its John street, New York City, office, and Marcy B. Sellow as district group manager at Baltimore.

Mr. Redington, a graduate of University of Pennsylvania, went into group insurance with Connecticut General in 1943 after 12 years' insurance experience. Ralph H. Morrow of the John street staff will be associate group manager.

Mr. Sellow, a graduate of Wesleyan University, entered the group field with Connecticut General in 1942, after 10 years' experience in sales and public relations work. Since his discharge from the navy in 1946 he has been in group sales in much of his present territory.

### John Hancock Names Wyard at Peoria

J. Kenneth Wyard has been appointed general agent for John Hancock at Peoria, Ill. He succeeds James M. Clark who died suddenly as a result of an automobile accident. Mr. Wyard, who for the past two years has been a million-dollar producer, joined John Hancock in 1932 as cashier at Minneapolis. He was later supervisor at Albany and since 1940 has been supervisor and assistant general agent of the Columbus agency at Akron, O. He is a graduate of North Dakota State College.

### Mutual Trust Appoints Hensen and Payne

Mutual Trust Life has appointed Walter S. Hensen, Minneapolis, as general agent at St. Cloud, Minn.

Miles W. Payne becomes field supervisor in Michigan and Ohio. He for-

### Protective Life Names Phillips and Ellis

E. Mason Phillips has been appointed general agent for Protective Life at Chattanooga, Tenn. He is a graduate of the University of Chattanooga and has been an agent several years.

G. Kenner Ellis has been appointed district agent at Greenville, Miss.

### Hancock Promotes Montalbano

John Hancock has named F. J. Montalbano assistant district manager at Springfield, Ill. He joined the company in 1946 as an agent following army service.

### N. Y. Life to Take Issue on Coinsurance Higher

Permission has been granted to New York Life by the first department of the appellate division of New York supreme court to take to the court of appeals its recent ruling that the waiver of inventory clause in the standard fire policy has no bearing on the coinsurance requirements of the policy. The case is New York Life vs. Glens Falls. The life company owned the building involved and the fire insurance was carried in Glens Falls, Hartford, and U. S. Fire, the latter company having the larger line.

New York Life was unable to get its case on the calendar for the June term of the court of appeals but hopes to have the case argued early in the fall. Powers, Kaplan & Berger is the law firm handling the case for Glens Falls.

### S.M.U. to Run Refresher

The Southern Methodist University insurance marketing course is putting on a five-day sales congress July 11-15 at Dallas. Emphasis will be on sales ideas that have been tested by the 500 students who have gone through the regular S.M.U. course. It is intended as a refresher for experienced agents. Tuition is \$25. Dormitory housing is available. Room and meals at the cafeteria, are \$20. The course will be primarily programming and business insurance, with some estate analysis.



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# NEWS OF LIFE ASSOCIATIONS

## 400 at Dinner for Ill. Legislature

More than 400 legislators, life insurance men and guests attended the first dinner of the Illinois State Life Underwriters Assn. honoring members of the state legislature. There were 235 life insurance field men and 169 legislators and other guests.

The dinner was conducted solely as a public relations builder and is the beginning of a long-range public relations program. During the afternoon approximately 40 agents met for a conducted tour through the state buildings and dozens of others spent the afternoon visiting the legislative chambers, insurance department, etc. Kenney E. Williamson, general agent Massachusetts Mutual, Peoria, and president of the University of Illinois board of trustees, acted as toastmaster. Lt. Governor Dixon, Senator Thompson, president pro-tem of the senate, and Paul Powell, speaker of the house, spoke briefly and extended their

greetings to the association.

Featured speaker was Eugene M. Thoré, general counsel Life Insurance Assn. of America, New York, whose talk was reported in last week's issue.

## Wash. Assn. Holds Sales Congress at Spokane

SPOKANE — Members of Washington State Assn. of Life Underwriters met for the first Spokane section of the annual sales conference. Lester O. Schriver, Aetna Life, Peoria, Ill., stressed the necessity of a realistic approach to business problems. Dean Connaway, New England Mutual, Portland, discussed sales techniques. He explained that individual salesmen can retain their high volume of policy sales even though business conditions perhaps have passed the high peak.

Other speakers included Francis L. Merritt, vice-president Central Life of Iowa; Chas. I. Thompson, Olympia, president; Gordon G. Hockaday, Equitable Society, Spokane; Bryan Stangle, California-Western States Life, Seattle, and Robert G. Jones, Seattle, general chairman of the congress.

present chairman, E. H. Blackwood, New York Life, Alexandria.

A conference of general agents and managers was held, with Louis M. Gregory of Shreveport presiding.

Great Southern Life was host at a reception in honor of Mr. and Mrs. Myrick, the home office officials present being Ford D. Albritton, vice-president, and William Sexton, agency secretary. In the evening, there was a fried chicken and fish jamboree on False River.

Springfield, Ill.—A dinner meeting held jointly with Sangamon County Bar Assn., was addressed by Robert I. Girk, Indianapolis lawyer, who talked on estate planning and taxation.

Passaic-Bergen County — Russell B. Knapp, associate general agent of Mutual Benefit Life's Youngman agency in New York City, spoke on "Our Responsibility."

Kalamazoo, Mich.—J. Matt Chandler has been elected president, succeeding Charles Wylie. Vice-president is Harry Perryman; secretary, Rodney Lenderink; national committeeman, Walter Kelly. Lester Peters, Metropolitan Life, Lansing, addressed the annual meeting on "Visual Selling."

Waukesha, Wis.—Plans for a life training course at local vocational schools are being sponsored by the Waukesha County association. At the annual meeting J. Russell Morris was elected president; Leon N. Prom, vice-

president; Frances Buelow, secretary, and Wallace R. Mann, treasurer. Installation was in charge of Frank G. McNamara, Waukesha, newly elected president of the state association. A. Jack Nussbaum, Milwaukee, and C. W. Tomlinson, Madison, new vice-presidents, attended.

Port Huron, Mich.—Four members were presented national quality awards. Patrick L. Hassett, social security administration district manager, discussed social security in its relationship to life insurance.

Jamestown, N. Y.—E. W. Switzer, acting president since the death of William H. Dabe, has been elected president. Other officers elected were Charles H. Bucy, vice-president; T. Merrell Palmer, immediate past president; Frank E. Felt, secretary; Paul Sundeen, treasurer, and Julius Blaha, national committeeman.

Pittsburgh—Homer C. Chaney, director of agencies New England Mutual, spoke on "The Future We Build Today." At the luncheon more than 120 members received the national quality award.

Lakeland, Fla.—Emory S. Ivey was named president; Harold S. Trueblood and O. B. Lewis, vice-presidents. The secretary-treasurer will be appointed.

Oshkosh, Wis.—Willard B. Bellack, Lincoln National, Appleton and Neenah, was installed president of the Fox River Valley association. He succeeds E. C. Schroeder, Appleton, who becomes a director. Harold Welland is vice-

## Ansel Heads Baltimore Assn.

Purl E. Ansel, Monarch Life, was named president of the Baltimore Life Underwriters Assn. at its annual meeting. Elected vice-presidents were G. Cecil Ford, Connecticut mutual and T. Ralph Coard, Prudential. Named directors were Clarence W. Bowen, Monumental Life; Frank Chandler, Berkshire Life; Harry G. Calvert, Penn Mutual; Morris B. Hack, Metropolitan; Herman R. Happe, New York Life, and John Z. Schneider, Connecticut General. Russell G. Wonderlic, Mutual Life, was elected national committeeman.



P. E. Ansel

## Ryan Elected President of Louisiana Association

Seth W. Ryan, Guardian Life, New Orleans, was elected president of the Louisiana Life Underwriters Assn. at the annual meeting and sales congress held in Baton Rouge. He succeeded D. L. Myrick, Great Southern Life, Lake Charles. Other officers are Reginald Poe, Great Southern Life, Shreveport, vice-president; and V. F. Gay, John Hancock, New Orleans, secretary-treasurer. New Orleans was chosen for the 1950 convention.

Speakers included Jul B. Baumann, Pacific Mutual, Houston, immediate past president of N.A.L.U., Dr. O. B. Owens, Alexandria, head of the Louisiana Physicians Service; Cecil Murray, Great Southern Life, Huntsville, Tex.; H. A. Hedges, Equitable of Iowa, Kansas City, Commissioner Martin of Louisiana and John D. Moynahan, Metropolitan Life, Chicago, secretary N.A.L.U.

Referring to the charges filed by Mrs. Nola Patterson of Atlanta with the NLRB, Mr. Baumann said the National association will never be a bargaining agency. Most of his talk dealt with the N.A.L.U. and its value to members.

Dr. Owens denounced socialistic trends in government. Mr. Martin discussed the limits of group insurance, which he said should be kept within reason; the trend towards socialized government and the encroachment of the federal government.

The Leaders Round Table, organized a year ago, voted to continue under the

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president, and Kenneth Nickey, secretary-treasurer, both of Appleton. William H. Pryor, Milwaukee, state national committeeman, spoke.

**Manitowoc, Wis.**—Milton Schaaf was elected president of the Manitowoc County association to succeed M. J. Rice; Mrs. Margaret Vogelsand, vice-president; Fred Puls, secretary-treasurer; Robert Lindwall, national committeeman. Rudolph Schwartz, attorney, discussed "Business Insurance," stressing estate planning and the value of partnership insurance. National quality awards were presented.

**Mansfield-Ashland, O.**—Robert F. Horn, Ohio State Life, is the new president; Ward C. Leister, Prudential, Ashland, first vice-president; Robert B. Reese, Mutual Benefit, second vice-president; Howard N. Reilly, Aetna Life, secretary. The association will hold its outing June 8.

**St. Petersburg**—Ernest F. Ross, Sr., Independent Life & Accident, was

elected president; Joseph York, Prudential, vice-president, and James M. Sowell, Life of Georgia, secretary. Philip A. Hoche, Kansas City Life, Orlando, was the speaker. An excursion was planned for June 17.

**Atlanta**—Louie E. Thogmorton, executive vice-president of Lee National Life, was the speaker at a luncheon meeting.

**Stamford, Conn.**—The national quality award was presented by Clifford Washburn, president of the Connecticut association, to eight members.

Murray Rudberg of the administration division of Metropolitan spoke on "Tax Angles in Business Life Insurance."

**Jackson, Tenn.**—At a "national quality award" luncheon awards were made to seven members. Spencer H. Brown, Metropolitan Life, spoke and presented the awards.

**Waterloo, Ia.**—C. R. Wallace, Bankers Life of Iowa, has been elected president; Paul Panther, Prudential, vice-

president; Floyd L. Brant, Northwestern National, secretary; C. E. Miller, Equitable Society, state committeeman, and Earl E. White, New York Life, national committeeman.

**Columbus, O.**—Quality awards were presented to 63 members by E. T. O'Brien, president of the association. George A. Patton, for many years a manager for Mutual Life, was given an honorary life membership. Paul Speicher, R. & R. Service, was the speaker. The association will hold its annual outing and business meeting June 16.

**Oakland-East Bay, Cal.**—The annual meeting will be held June 10. Jeff Branscom, West Coast Life, is chairman of the nominating committee. The meeting will follow a dinner.

**Greensboro, N. C.**—W. Dick Hinton has been elected president, succeeding W. G. Booker; W. F. Fussell and Howard E. Carr, vice-presidents; Wilbur L. Carr, Jr., secretary; A. T. Haley and A. M. McGlamery, national and state committeemen, respectively.

**Chicago**—A resolution has been directed to Congress endorsing the N.A.L.U. stand on social security and opposing many of the provisions in the pending social security bill. The resolution opposes raising the wage base above \$3,000, any lump sum death benefits beyond the existing formula, extended disability benefits and temporary cash sickness benefits. The resolution urges adoption of a 50% increase in the present benefit formula, elimination of the annual increment in the computation of benefits and maintenance of the maximum benefit at \$85 per month.

In another resolution, the members were asked to write the President as well as Congress to seek curtailment of government spending.

**Salem, Ore.**—George O. Raugust, Continental Assurance, was named president. He succeeds Orval Cox. Others elected were Oscar Specht, Mutual Life, vice-president, and L. J. Marker, Prudential, secretary-treasurer.

**Danville, Ill.**—A sales congress, cocktail hour and dinner were held. Speakers included Robert E. Castelo, Northwestern Mutual, Danville; Edward C. Steinsberger, Prudential district manager, Vincennes; Philip B. Hobbs, manager Equitable Society, Chicago; Margaret Becker, executive secretary Illinois Association, and A. O. Payton, vice-president Western & Southern Life.

**St. Joseph, Mo.**—John Scrivner, Mutual Benefit, was named president. Others elected were James H. Hance, Equitable Society, vice-president; Paul C. Poppe, Metropolitan Life, secretary-treasurer; M. M. McKenney, New York Life, national committeeman, and Weldon W. Sumter, S. C.—New officers are Dan E. Turbeville, Jr., Dixie Security Life, president; D. B. James, vice-president, and Perry Moses, secretary-treasurer.

**New York City**—Harry Pope, the tide water philosopher of New England, will be the speaker at the annual meeting on June 9. Mr. Pope was in the manufacturing business for 24 years, then 23 years was an insurance man. Presentation will be made of national quality award certificates, 100% agency membership certificates. Election will be held.

Mutual, is first vice-president; Eugene M. Selser, New York Life, second vice-president, and Thomas J. Gillespie, Monumental Life, secretary.

### Cashiers as Conservationists

Austin, Tex., life agency cashiers heard H. F. Wells, Austin manager of Franklin Life, discuss the importance of the cashier in conservation of business. He stated that often when a policyholder comes and asks to cash in a policy the cashier may resell the policy by stressing the importance of the protection in a tactful way.

Activities of the year of the Indianapolis General Agents & Managers Assn. will be reviewed at the closing meeting of the season June 24 at the Ulen Country Club by Fitzhugh Traylor, Equitable Society, president. A golf tournament will also be held.

## FRATERNALS

### Fraternal Field Managers Move to Form FIC Group

The Fraternal Field Managers' Assn. at its meeting in Chicago appointed a committee to draw up plans for a fraternal insurance counselor section of the association. The plan is to set up the F.I.C. unit first on a national basis, later having state groups as well. The committee will report at the association's meeting at Washington in September.

Attendance was heavy, about 125, of whom some 60 were holders of the F.I.C. designation. The number of F.I.C.s has been increasing steadily and they now total close to 1,000. The meeting was outstanding for the quality of the program.

Following opening remarks by the association's president, Joseph Spencer of Protected Home Circle, there was an address by Mrs. Jeanie Willard, national 1st vice-president of Woodmen Circle, president of the National Fraternal Congress. Then there were talks by three F.I.C.s: George Krampien, Aid Association for Lutherans, "I Wrote a Million Dollars in One Year"; W. R. Lucas, Protected Home Circle, "I Work Through Lodge Meetings"; and Martin M. Bogel, Equitable Reserve, "One Hundred Percent Families." Philip Lovejoy, secretary of Rotary International, was the concluding morning speaker.

### Four Other F.I.C.s Talk

That afternoon there were talks by four other F.I.C.s: E. H. Wilson, Modern Woodmen, on package sales; Mrs. Helen Szymonowicz, Polish National Alliance, on selling among women; Joseph Marino, Maccabees, on writing juniors, and H. J. Bergeth, Lutheran Brotherhood, on motivation in selling. Paul Speicher, president of R. & R., closed the session.

Speakers at the final session the next morning were John F. Moss of Retail Credit, who discussed investigation reports; Dr. Herbert Kennedy of Woodmen of the World, Omaha, who discussed underwriting, and R. L. Pictorial Publishers, who talked on visual selling.

**Milton Sherman**, whose qualification for the 1949 Million Dollar Round Table was reported in last week's issue, is no longer with Northwestern Mutual, as stated in the item, but operates as an independent broker.

### THE WOMAN'S BENEFIT ASSOCIATION

Founded 1893

A Legal Reserve Fraternal Benefit Society

Agnes E. Koub

Supreme President

Frances D. Partridge

Supreme Secretary

Port Huron, Michigan

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- A Life Income Pension Plan
- Prize-winning Sales Helps
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## MANAGERS

### Pacific Northwest Area Managers' Conference Held

PORTLAND, ORE.—More than 150 managers and general agents from Oregon, Washington and British Columbia, met here for the annual Pacific northwest area life managers' conference.

Problems of agency management and personnel training comprised the initial session with Arthur W. Austin, Phoenix Mutual Life, Portland and Reginald Harris, Dominion Life, Vancouver, B. C. as speakers. Dr. Harry L. Dillin, president of Linfield College was speaker at the evening banquet of the conference. Trips to near-by golf courses and to Bonneville dam completed the program. Leo Hogan was conference chairman.

### Louisville Managers Elect

Alex Hertzman, State Mutual Life, has been elected president of General Agents & Managers Assn. of Louisville, succeeding Marshall Roberts, Reliance Life. George Chescheir, New England

## Fete at T

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## AGENCY NEWS

### Fete Eisendrath at Testimonial

A testimonial dinner celebrating his 20th anniversary as a manager for Guardian Life, was tendered Julius M. Eisendrath by his agency associates in New York City. Among the guests were Dr. W. Cnoop Koopmans, counsel general for the Netherlands in New York City and J. P. Bourdrez, director of the Netherlands information bureau. A telegram was received from Dr. Elco W. Van Kleffens, ambassador of the Netherlands, expressing his regrets that he was not able to attend the dinner due to previous commitments. Guardian Life officials in attendance were headed by President and Mrs. James A. McLain. Harry M. Simon of the Eisendrath agency was chairman of the committee in charge of arrangements and toastmaster for the dinner.

At 18 Mr. Eisendrath emigrated to this country from the Netherlands. He went to Chicago, then moved to Minneapolis, where he became interested in life insurance. He soon became a consistent million dollar producer. He has been a member of the Million Dollar Round Table since its inception, and is now a life member.

Mr. Eisendrath moved to New York early in 1929. Joining Guardian, Mr. Eisendrath became an agency manager in 1933. Besides building a top ranking agency, he has qualified for the company's Leaders Club and other high honor clubs every year, and has served in various offices in the Leaders Club, including president.

### Earls Wins Top Award

CINCINNATI — W. T. Earls, Cincinnati general agent of Connecticut Mutual, was presented his company's award for the most outstanding organizational job among all of its agencies in 1948 by Peter M. Fraser, president, at a dinner honoring the agency's personnel. Mr. Fraser pointed out that the Earls agency had also won the organization award in 1941 and was runner-up in 1947.

### Hunken Agents Have Least Lapses

The Henry C. Hunken agency of Connecticut Mutual at Chicago, had the lowest loss ratio in the company for 1948. Mr. Hunken's agents reported lapses of only 3%, compared to 11% for the company and 14% for the industry as a whole. The agency has showed substantial gains in new production in April and May over last year.

The Gregory O'Shea agency of North American Life of Chicago, held its spring meeting and seminar in St. Louis, its headquarters city.

Ronald Rogers of the home office was in charge of the meeting, stressing salary continuance and family income plans.

### To Address Libraries Meet

Harry J. Volk, vice-president in charge of western operations of Prudential, will address advertising, business, finance, and insurance librarians at the annual special libraries convention in Los Angeles June 14. His talk will describe the research structure of the western home office and will climax a tour of Prudential's Miracle Mile building.

### Signs Mutual Benefit Bill

Governor Driscoll of New Jersey has signed a bill permitting Mutual Benefit Life to set up an additional reserve to take care of losses higher than those contemplated in its reserve formula.

## POLICIES

### Great-West Has New Scale for U. S. Policies

Great-West Life has revised its dividend scale applying to United States policies issued at current premium rates, effective June 1. The current rate of interest on accumulations remains at 3.25%. Illustrative dividends follow.

Endowment Age 85							
Age	Ann. Prem.	1st Yr.	5th Yr.	10th Yr.	20th Yr.	20-Yr. Total	
10	14.10	2.11	2.35	2.68	3.45	54.19	
15	15.73	2.28	2.55	2.94	3.81	60.01	
20	17.70	2.62	2.94	3.38	4.38	69.04	
25	20.12	3.06	3.43	3.94	5.07	80.41	
30	23.14	3.61	4.04	4.63	5.91	94.29	
35	26.92	4.23	4.74	5.41	6.84	108.96	
40	31.73	4.89	5.48	6.25	7.83	126.81	
45	37.92	5.46	6.14	7.02	8.77	145.21	
50	46.02	6.10	6.89	7.89	9.81	169.44	
55	57.12	6.87	7.78	8.91	11.05	179.90	
60	72.26	7.71	8.76	10.05	12.61	203.21	
65	93.01	8.24	9.47	10.98	14.96	225.26	

20 Payment Life							
Age	Ann. Prem.	1st Yr.	5th Yr.	10th Yr.	20th Yr.	20-Yr. Total	
10	24.52	2.92	3.42	4.12	5.82	85.22	
15	26.61	2.99	3.54	4.32	6.20	89.46	
20	28.99	3.18	3.79	4.65	6.71	96.32	
25	31.69	3.46	4.14	5.08	7.33	105.21	
30	34.78	3.80	4.55	5.58	8.03	115.41	
35	38.39	4.23	5.04	6.17	8.82	127.43	
40	42.65	4.72	5.61	6.82	9.67	140.67	
45	47.82	5.28	6.24	7.53	10.56	155.08	
50	54.31	5.98	7.00	8.36	11.57	171.93	
55	63.19	6.84	7.92	9.34	12.69	191.49	
60	75.36	7.73	8.87	10.32	13.77	210.98	

20 Year Endowment							
Age	Ann. Prem.	1st Yr.	5th Yr.	10th Yr.	20th Yr.	20-Yr. Total	
10	48.18	2.30	3.50	5.18	9.32	110.55	
15	48.40	2.39	3.59	5.27	9.41	112.26	
20	48.72	2.56	3.76	5.44	9.57	115.64	
25	49.29	2.82	4.03	5.71	9.84	120.93	
30	49.95	3.19	4.39	6.06	10.19	128.07	
35	51.11	3.68	4.87	6.54	10.67	137.69	
40	52.89	4.25	5.44	7.10	11.24	148.86	
45	55.62	4.93	6.12	7.77	11.89	162.14	
50	59.85	5.81	7.00	8.63	12.74	179.22	
55	66.77	6.97	8.17	9.76	13.87	201.74	
60	77.36	8.21	9.42	10.97	15.04	225.65	
65	93.01	8.24	9.47	10.98	14.96	225.26	

### Sun Life Raises Amounts of Policies and Annuities

Sun Life of Canada has changed its limits for insurance and annuities. For regular annual premium participating plans, the overall maximum amount for issue ages 25 to 50, inclusive, has been raised to \$250,000 for male lives. For female lives the maximum has been increased to \$150,000 at issue ages 25 to 57, inclusive, in the case of applicants in good financial circumstances and where there is a real insurable interest. Limits on the income endowment plan have been extended to a maximum amount of \$150,000. The retirement annuity limit is now a policy providing \$100,000 of guaranteed cash value at age 65. The maximum amount of convertible term insurance is \$75,000 on male lives and \$50,000 on self-supporting female lives. The accidental death benefit will now be accepted up to \$50,000.

### New Single Premium Limits

The maximum single premium limits have also been increased. The limit for an annuity plan exclusive of temporary annuities is \$75,000; for life policies and endowments of twenty years or more and temporary annuities for twenty years or more, \$50,000; for endowments and temporary annuities with terms of less than 20 years, \$25,000. All of these limits apply to any one life within a period of one year and in addition in the case of annuities are subject to a total limit of \$12,000 income per year.

The maximum sum which will be accepted as premiums paid in advance in any calendar year for policies on any one life is \$10,000. This limit also now applies to one life instead of one source of the funds.

### New Security Mut. Scale

Security Mutual, N. Y., has brought out a new dividend scale applicable to policies issued after Jan. 1, 1948. At age 35, the preferred ordinary life policy pays \$2.06 the fifth year, \$3.46 the 10th year and \$5.12 the 20th year. The 20-payment life plan's corresponding dividends are \$2.83, \$4.99 and \$8.27; for the

20-year endowment plan they are \$3.41, \$6.20 and \$11.06, while for life paid up at 80, they are \$2.35, \$3.89 and \$5.60.

## SALES MEETS

### Plans Set for Pacific National's Convention

The 1949 vacation convention of Pacific National to be held at Glacier National Park, Montana, from June 19-22 will open with an address of welcome by President Ray H. Peterson and continue on the basis of business in the morning, pleasure in the afternoon and evening. The program has been planned by senior general agents under home office supervision. Some 100 qualified agents and their wives will attend.

High point of interest will be the presentation of diamond pins for top pro-

ducers. Highest producers of the year are Gale Baker of Boise, Ida., and Bert E. Corporon, general agent from Hawaii. Third highest producer is Harry Mathewson, also from Hawaii. There will be numerous social events and trips to interesting spots. The convention will close with the annual banquet.

### Bank President Talks

Bert K. Patterson, president of St. Joseph Bank & Trust Co., talked on "Present Day Business Conditions" before an agency meeting of the Mutual Life at South Bend, Ind.

### Baltimore CLUs Elect

The Baltimore C.L.U. has elected N. S. Jacobson, Reliance Life, president; R. C. Wonderlic, Mutual Life, vice-president; C. W. Fuller, Connecticut General, secretary, and H. L. Landay, independent, treasurer.

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Federation of Employees' Benefit Associations at its spring meeting in New York City this week conducted an accident and sickness forum discussion in which life insurance participants were J. Henry Smith, assistant actuary Equitable Society, and L. M. Cathles, Jr., assistant secretary, Aetna Life.

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## No Fireworks at FTC Mail Order Hearing

(CONTINUED FROM PAGE 1)

of financial stability but confined itself to unfair trade practices, he said.

A. A. Layne, Jr., of Mr. Berge's staff would like to amend rule 4, which deals with proof of good health at time of policy issue as a claims practice. This might be held unfair if an insurer denies liability when insured knowingly replies falsely to a health statement required at the time a policy is issued.

### May Not Know It

Insured may say he hasn't a bad heart but does have one and isn't aware of it, Mr. Miller pointed out. "Knowing" should be in there.

An objection was raised to rule 5 because an insurer could not advertise maximum benefits for a loss that pays a lesser benefit under different conditions, on the ground insurer is entitled to put its best foot forward and to include the poorer fact might make advertisements too long. Wilbert Rogers, counsel Mercury Life, San Antonio, referring to rule 19 that deals with contingent liability and that would cover his company, said he didn't know of any other advertiser that has to promote its weaknesses.

Much was made of the inclusion of letters in advertising, and the point made that it would be difficult not to violate the rule in ordinary business routine. Moses G. Hubbard, Commercial Travelers, Utica, and counsel of the International Assn. of Commercial Travelers Organizations, said the examples of rarely encountered sicknesses given in rule 8 were presumptuous. Adults have chicken-pox. Window-dressing a policy with a lot of diseases that are rare doesn't make a policy vicious if it insures against two or three real dangers, such as heart trouble or cancer, he said. The public should be given more credit for intelligence; advertising a policy that covers bubonic plague only would get no business at all.

### FTC and N.A.I.C. Parley

Some observers believe that eventually FTC and National Assn. of Insurance Commissioners' liaison committee will get together in agreement upon enforcement of insurance regulations, particularly the code of fair trade practices rules proposed for mail order insurers. This feeling emerged here after a long conference between FTC officials and members of the liaison committee, which includes Commissioners Larson, Dineen, Harrington and Forbes, following the FTC hearing.

The N.A.I.C. representatives were reported to have evinced a very cooperative spirit and to have made a number of practical suggestions concerning those rules and their enforcement.

FTC officials say that jurisdictional division problems will have to be worked out as individual cases arise. However, Mr. Miller said he hoped FTC contacts with the state commissioners will be "continuous." Officials say that the N.A.I.C. liaison committee is expected to confer with FTC "several times a year."

### Solvency Question Troublesome

State commissioners are reported concerned particularly about rules 19 and 21 of the mail order code, which declare to be unfair the sale of coverage in a company that is in unsound financial condition or one which does not pay "meritorious claims in accordance with the terms of the policy." The commissioners reportedly regard these provisions of the rules as intruding upon state jurisdiction and regulation.

FTC sources admit that financial stability and claims matters are within state jurisdiction, so far as the activities concerned of an insurance company are within its own state. However, as Mr. Miller pointed out, "a jurisdictional question arises where a company from one state goes into another state, by mail, and the second state can not reach that concern because it is out-of-state.

What, if any, controls the FTC should exercise, in view of the fact that the state cannot control use of the mails," is the question.

It was pointed out that standards for the financial condition of insurance companies differ between the states. That creates a problem. FTC officials admitted it would be difficult to enforce the rule concerning financial stability.

Enforcement of the rule concerning failure to pay just claims, some officials believe, might require a broad survey. Who can say what is a "meritorious claim" which a mail order concern might be charged with failing to pay? has been asked. That sort of question may ultimately have to be decided by the courts, it was suggested.

Under the trade practices code procedure, if and after the code is adopted, which Henry Miller anticipates will be this summer, it will be up to his division to try to secure compliance with the rules through correspondence. If such efforts meet with failure, the problem would be referred to the members of FTC, who would in turn refer it to their investigation division, if, in their judgment, such action is warranted.

From that point on, the matter would proceed in the regular manner followed by complaints and charges reaching FTC. If the investigation division presents a case, the commission may issue a formal complaint against the insurer, which would be followed by hearings, oral argument and issuance of a cease and desist order by the commission, if the facts and law warrant. Provided, however, that at various stages along the way, it is possible to settle a case by means of stipulation with FTC. In such action the respondent agrees to stop doing certain things or to do certain things, or both. Whereupon, FTC

withdraws its complaint and pronounces "benediction."

An FTC order may be appealed to the courts.

### Mail Order Group Reelects

At the annual meeting of Assn. of Insurance Advertisers, following the FTC hearing, officers were reelected. President is E. J. Becker of Mutual Hospitalization of Wilmington. Postal Life & Casualty of Kansas City was admitted to membership.

The association gave a dinner, presided over by Mr. Becker, and at which Alex Campbell, assistant attorney general, Department of Justice criminal division, was speaker. Members of N.A.I.C. here to confer with FTC officials were invited guests.

### Koch Misidentified

A recent item giving the new officers of the Nebraska Life Underwriters Assn. erroneously showed Milton Koch as being general agent of Northwestern Mutual at Omaha. Mr. Koch is general agent at Lincoln. Northwestern Mutual's agent at Omaha is K. M. Snyder.

Harry W. Castleman, New England Mutual, has been elected president of the Louisville Life Insurance & Trust Council. Other officers elected are G. D. Caldwell, Louisville Trust Co., vice-president; W. H. Lausman, Provident Mutual, secretary-treasurer; H. Y. Ofut, Kentucky Trust Co., W. E. Kaegi, Northwestern Mutual, members executive committee.

Progressive Life of New Jersey has been admitted to the District of Columbia. This is the first venture of the company outside its home state.

Addison B. Clohosey, executive staff of Research Institute of America, Washington, D.C. will speak at the Philadelphia C.L.U. final luncheon meeting of the season June 7.

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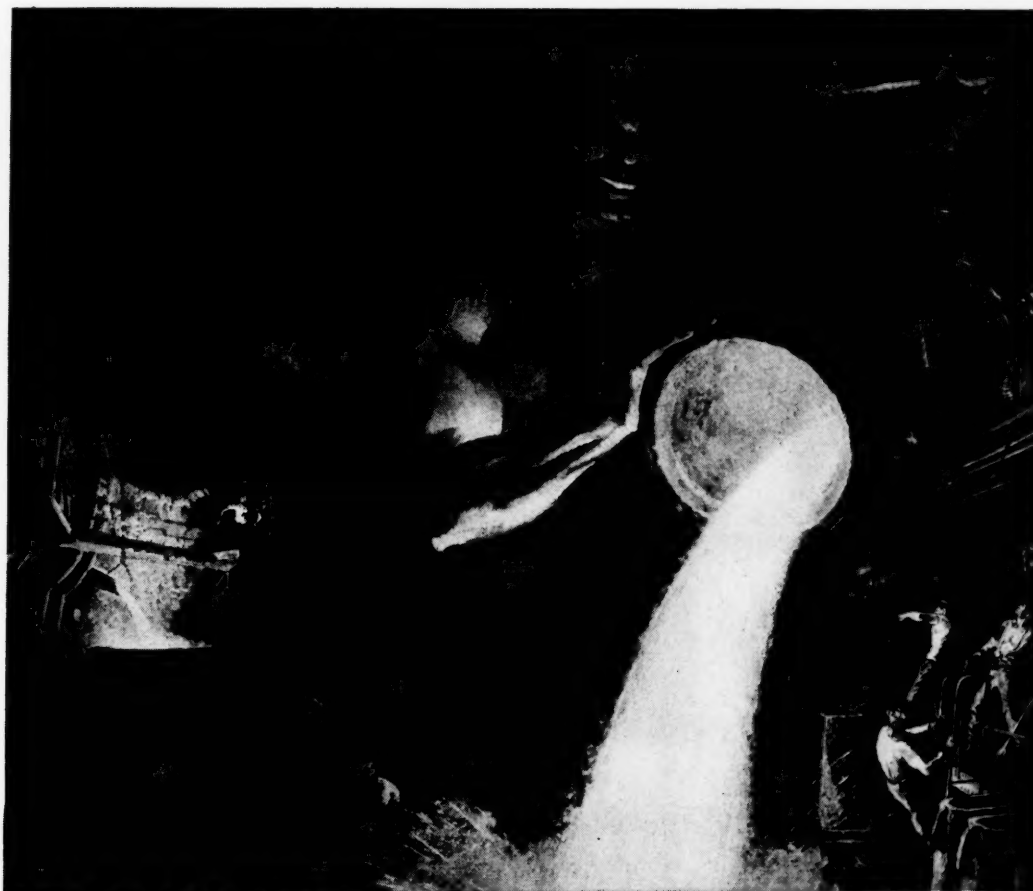
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Boss looked at Joe standing ore-mountain high. He said, "Okay, Joe, show us what you can do."

He showed him, that Joe.

He dipped up a handful of steel and rolled it in his mitts.

He squeezed out eleven thousand miles of shiny steel rails.

He shaped up some cannonballs like a kid makes mud pies.

He flattened out ingots like a woman rolls pie crust.

Then he cut up the sheets with his teeth.

Pretty good steelman, that Joe Magarac. How else do you think we ever got this country made?

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You can see Joe's spirit all over the land, building a better country, earning his share, holding some for the future through savings and life insurance.

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